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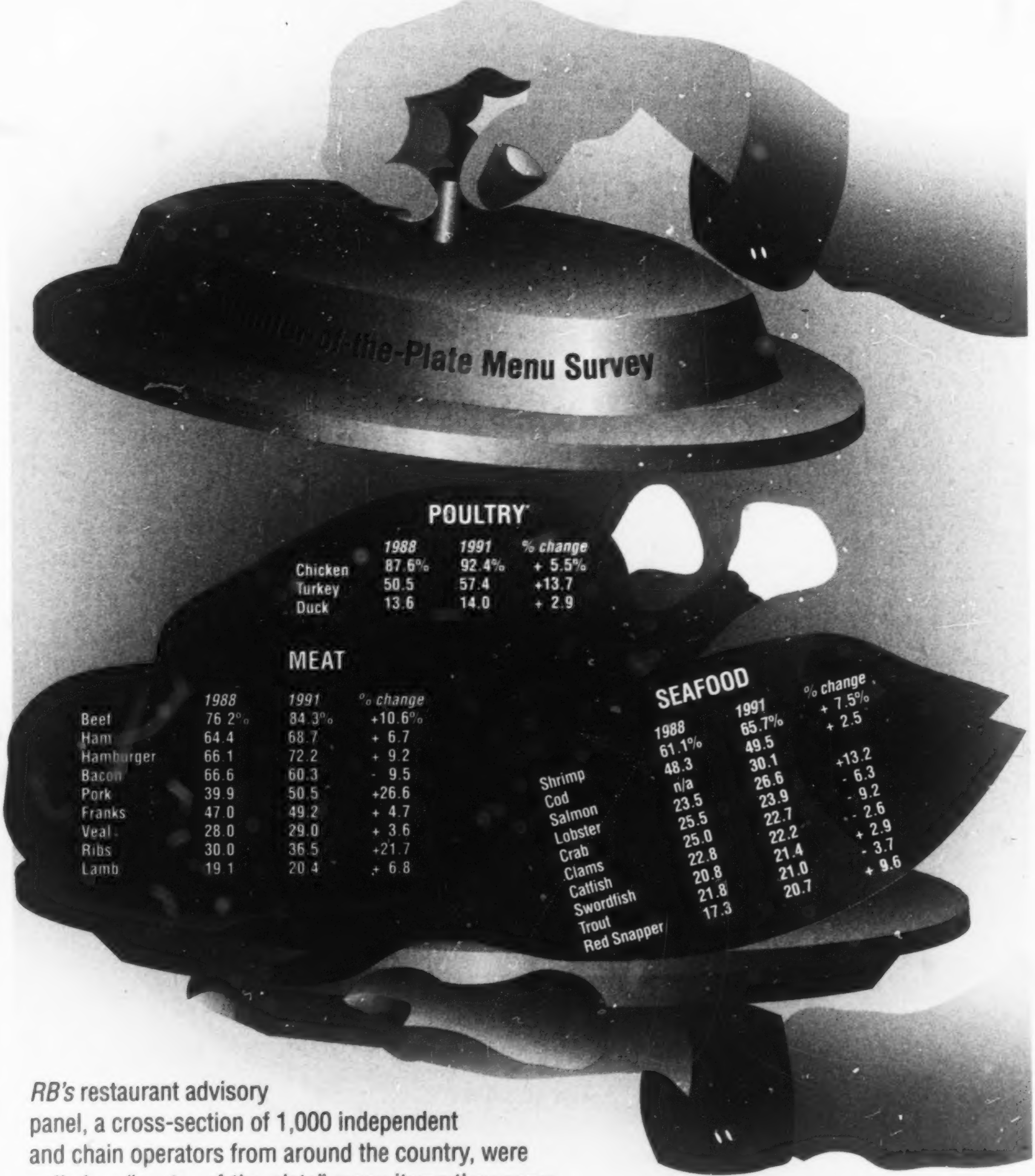
THE HARD FACTS SHAPING OUR INDUSTRY

BUSINESS BAROMETER



POULTRY

	1988	1991	% change
Chicken	87.6%	92.4%	+ 5.5%
Turkey	50.5	57.4	+13.7
Duck	13.6	14.0	+ 2.9

MEAT

	1988	1991	% change
Beef	76.2%	84.3%	+10.6%
Ham	64.4	68.7	+ 6.7
Hamburger	66.1	72.2	+ 9.2
Bacon	66.6	60.3	- 9.5
Pork	39.9	50.5	+26.6
Franks	47.0	49.2	+ 4.7
Veal	28.0	29.0	+ 3.6
Ribs	30.0	36.5	+21.7
Lamb	19.1	20.4	+ 6.8

SEAFOOD

	1988	1991	% change
Shrimp	61.1%	65.7%	+ 7.5%
Cod	48.3	49.5	+ 2.5
Salmon	n/a	30.1	
Lobster	23.5	26.6	+13.2
Crab	25.5	23.9	- 6.3
Clams	25.0	22.7	- 9.2
Catfish	22.8	22.2	- 2.6
Swordfish	20.8	21.4	+ 2.9
Trout	21.8	21.0	- 3.7
Red Snapper	17.3	20.7	+ 9.6

RB's restaurant advisory panel, a cross-section of 1,000 independent and chain operators from around the country, were polled on "center-of-the-plate" menu items they serve. Findings in three food categories are shown.

Source: *RB* Center-of-the-Plate Monitor, RBI Foodservice Research

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SEPTEMBER 20, 1991 VOL. 90, NO. 14

COVER STORY

EXCLUSIVE REPORT RESTAURANT GROWTH INDEX. The 24th Annual RGI is *RB*'s exclusive state-of-the-industry analysis. Presented in two sections—market segment reports and statistical tables—the RGI functions as a complete tool for evaluating the potential of both industry segments and geographical markets. Included are reports on sales and trends within the major market segments as well as a comprehensive package of statistical information, grouped by Metro Areas and Areas of Dominant Influence (ADI) of a television signal 73

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Cover illustration by Nancy Stahl.

This poster art, suitable for framing, is available for $5 plus postage and handling. Direct inquiries to Editor, *RB*, 633 Third Ave., New York, NY 10017.

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Reprints of the **1991 RESTAURANT GROWTH INDEX** and **1991 MAJOR FORCES IN FRANCHISING** are available for $7 per copy. Direct inquiries to Editor Scott Allmendinger, *RB*, 633 Third Ave., New York, NY 10017.

IN THE NEXT ISSUE

COVER STORY COMPANY OF THE YEAR. This year we are honoring PepsiCo for their track record of double-digit growth with not one or two, but three major chains, an unprecedented accomplishment even in the healthiest economy. PepsiCo is also the world's largest restaurant company at 15,000 units. Pizza Hut, Taco Bell, and KFC are autonomous divisions, but there's also a corporate vision at work that's rarely revealed. PepsiCo is revolutionizing our industry.

SPECIAL REPORT THE BRANDING OF RESTAURANTS. One of the most sensitive decisions an operator has to make is whether or not to put brand-name products on the menu. Some do it for the marketing allure of offering recognized premium labels, some do it as a means of getting product rebates or offsetting menu printing costs, and some refuse to admit to patrons that a manufacturer might actually have a better product than the culinary team of the restaurant might whip up.

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TEST KITCHEN:
Breakfast, p. 255.

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ACF Takes to the Road

Culinary education is going on the road. The American Culinary Federation (ACF), the largest professional chefs association in the U.S., wants to dispatch trainers and "world-class" chefs to local chapters and regions around the country as part of an ambitious educational outreach program for working culinarians.

It's all part of the ACF's new Horizons 2000 educational program. A $3.5 million capital fund-raising program directed at corporations, local chapters, and individual patrons has been launched to achieve those goals. About $1 million of that amount will go toward the expansion of ACF's national headquarters in St. Augustine, FL, for additional staff space and a new studio kitchen for producing instructional videos for the 246 local chapters, according to John Folse, chairman of the Horizons 2000 steering committee.

"This is probably the most important advancement in the ACF since its founding in 1929," said Folse.

Folse said more than $100,000 has been raised from elected national ACF officials so far and was optimistic about corporate support, which has already started to come in. "We're going to go after corporate dollars geared for education rather than promotion and marketing," he said.

But the Horizons 2000 campaign has met with some skepticism. For example, Ferdinand Metz, president of the Culinary Institute of America in Hyde Park, NY, and recently elected national treasurer of the ACF (see Lateline, p. 289) says the program is still in an "emotional" and "conceptual" stage. He says he has "millions" of unanswered questions. "What should it do? How much will it cost? What are the alternatives? How can I endorse what I don't know?" Metz said, however, that the new slate of ACF officers will most likely take responsibility for moving the project along.

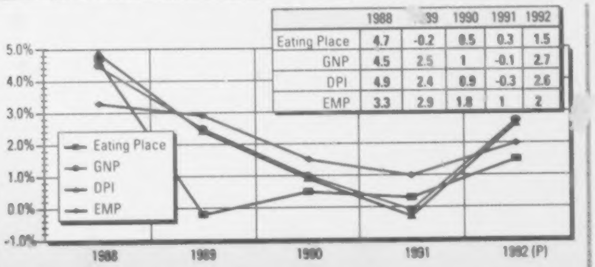
"Right now the ACF has got an idea that's building a lot of momentum," said Tom Wright, dean of the Culinary College at Johnson & Wales University in Providence, RI. Although Wright said the Horizon 2000 goals will be difficult to achieve, he said the ACF "could have a very successful program."

–Marilyn Alva

Jack In The Box officials didn't let a storm mar their celebration of the chain's first unit opening in Hong Kong.

THE EASY LIFE. Sonny Bono is all smiles since the Radisson Palm Springs Resort and Racquet Club acquired his popular restaurant Bono's located next to the area's largest pool. Bono will still manage the eatery.

Eating Places and the Economic Indicators: A Scorecard



	1988	1989	1990	1991	1992
Eating Place	4.7	-0.2	0.5	0.3	1.5
GNP	4.5	2.5	1	-0.1	2.7
DPI	4.9	2.4	0.9	-0.3	2.6
EMP	3.3	2.9	1.8	1	2

A strong correlation exists between real growth in eating places and the leading economic indicators—gross national product, (GNP), disposable personal income (DPI), and employment. All indicators suggest a vastly improved economy for 1992.

SOURCE: Technomic Inc.; U.S. Dept. of Commerce; Blue Chip Indicators (P) Projected

CHART BY SHARI TANG

A Stormy Opening

The opening of the first Jack In The Box restaurant in Hong Kong was disrupted when a typhoon blew into town on the opening day.

As government workers were announcing that people should head for home, the restaurant was just getting ready to open. And open it did—but for only five hours.

"We got it open at 3 p.m., but trying a new restaurant was the last thing on people's minds," said Jan McLane Rieger, a spokeswoman for San Diego-based Jack In The Box. The unit reopened the next day at 12:30 p.m., again for only five hours. "They were encouraging people to go home and stay home, so it didn't make sense for us to try to do business," said Rieger.

Two days after the official opening, the restaurant was finally able to stay open for regular hours. It is the first of 10 units planned for the Hong Kong market.

–Kevin Farrell

continued on page 32

RB
COVER STORY

24TH ANNUAL RGI

For almost a quarter of a century, *RB's* annual Restaurant Growth Index (RGI) has served as the barometer of industry activity. Indeed, the RGI comprises the foodservice industry's most comprehensive tool for evaluating segment and geographic potential. As in past years, *RB* presents the RGI in two parts. Part I includes exclusive trend studies of the eight major market segments and offers an in-depth look at the foodservice industry's overall sales performance. Part II, the Metro and ADI Reports, encompasses sales and demographic profiles of the nation's 320 Metropolitan Statistical Areas and 210 Areas of Dominant Influence (ADIs).

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ILLUSTRATION BY NANCY STAHL

24TH ANNUAL RGI

INDUSTRY REPORT

The year 1990 is one that many in the restaurant industry would rather forget. For full-menu operators, real sales declined for the second year in a row, -1.4% in 1990. In aggregate, full-menu restaurants had sales of $75.5 billion in 1990. Limited-menu operators fared somewhat better, posting a real gain of 1.7%, but down significantly from the category's average in the 1980s. The limited-menu segment saw sales increase to $74.9 billion in 1990.

On an overall basis, eating and drinking places remained relatively flat in 1990, with a real decline of 0.1%. The sluggish performance of the eating and drinking place segment held overall foodservice growth in check at just 0.5%. Among the major segments, only the airline and leisure segments enjoyed real growth in excess of 2%.

While the economic recession officially began in the second half of 1990, restaurant sales began to suffer during 1989. This lends credence to the theory that the foodservice industry is really a leading indicator of the economy.

The leading economic indicators—gross national product, disposable personal income, and employment—offer little hope for much improvement in 1991. Specifically, the Blue Chip forecasts call for a 0.1% decline in GNP, a 0.3% decline in DPI, and a 1.0% increase in employment. Accordingly, the Chicago-based research firm Technomic forecasts little change in total foodservice growth in 1991 at 0.7%.

In 1991, full-menu operators will endure yet another year of real decline at 1.0%, as total sales reach nearly $78 billion. At least the segment is moving in the right direction. Limited-menu operators, the major source of growth for the foodservice industry for the past several years, are likely to face continued slow but positive real growth in 1991, estimated at 1.5%. 1991 sales will top $79 billion.

POSITIVE LONG TERM. Technomic remains positive on the longer term outlook for the restaurant industry. Full-menu operators should average 1.0% real growth through 1996.

FOODSERVICE INDUSTRY SUMMARY

FOODSERVICE SALES

MAJOR MARKET SEGMENTS	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH		1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH		1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH	
				Nominal	Real			Nominal	Real		Nominal	Real
Eating & Drinking	430,475	168,669	57,777	4.6	-0.1	176,268	60,324	4.5	0.3	232,748	5.7	1.5
Eating Places	392,120	157,550	53,885	5.2	0.5	164,682	56,268	4.5	0.3	218,156	5.8	1.5
Limited Menu	189,635	74,853	23,204	6.5	1.7	79,167	24,542	5.8	1.5	107,370	6.3	2.0
Full Menu	188,755	75,491	27,932	3.3	-1.4	77,875	28,814	3.2	-1.0	100,541	5.2	1.0
Retail Market	92,050	11,226	4,169	5.6	0.8	11,914	4,421	6.1	1.8	15,921	6.0	1.7
Hotel/Motel Market	26,100	14,870	5,948	5.2	0.5	15,495	6,198	4.2	0.0	20,503	5.8	1.5
Leisure Market	30,550	7,981	2,793	7.9	3.0	8,561	2,981	6.7	2.4	12,126	7.3	3.0
Business & Industry	16,450	17,305	8,652	6.6	1.8	18,212	8,619	5.2	1.0	24,101	5.8	1.5
Health Care Market	26,330	11,247	5,623	3.6	1.3	11,580	5,790	4.1	0.9	13,548	3.2	1.0
Student Market	19,035	15,895	7,539	3.7	0.5	16,450	7,765	3.5	0.5	20,116	4.1	1.1
Vending Market	8,990	16,209	7,294	6.3	1.5	17,058	7,676	5.2	1.0	22,573	5.8	1.5
Airline Market	30	4,356	2,178	9.9	5.0	4,675	2,338	7.3	3.0	6,987	8.4	4.0

[1] Sales estimates for Business & Industry, Health Care, Student, Vending, and Airline markets have been adjusted to reflect equivalent consumer expenditures.

[2] Purchases include all food and nonalcoholic and alcoholic beverages. Alcohol beverage purchases have been excluded in Business & Industry, Health Care, Student, and Airline markets only. Student units were tabulated by number of school districts instead of number of schools as in previous years.

[3] Full-menu and limited-menu restaurant sales are included in eating place sales. Eating-place sales are included in eating and drinking place sales and should not be added with other major market segments to arrive at total market sales.

INDUSTRY REAL GROWTH SUMMARY

FOODSERVICE SALES

	1990 % Real Sales Growth	1991 % Real Sales Growth	1991-1996 % Real Compound Annual Growth Rate
TOTAL MARKET	0.5	0.7	1.5
Commercial/Contract/Vending	0.4	0.6	1.6
Institutional/Internal	1.3	0.7	0.7
Military	0.5	2.5	0.5
MAJOR MARKET SEGMENTS:			
Eating & Drinking Places	-0.1	0.3	1.5
Eating Places	0.5	0.3	1.5
Limited Menu	1.7	1.5	2.0
Full Menu	-1.4	-1.0	1.0
Retail Market	0.8	1.8	1.7
Hotel/Motel Market	0.5	0.0	1.5
Leisure Market	3.0	2.4	3.0
Business & Industry Market	1.8	1.0	1.5
Health Care Market	1.3	0.9	1.0
Student Market	0.5	0.5	1.1
Vending Market	1.5	1.0	1.5
Airline Market	5.0	3.0	4.0

The consumer price index for food-away-from-home is 4.7% for 1990 and 4.2% for 1991, except Primary/Secondary schools and Health Care where the rate is 2.3% and 2.0% respectively.

Inflation for food-away-from-home is forecast to average 4.2% annually for the period 1991 through 1996 and 2.1% for Health Care and Schools.

Similarly, limited-menu restaurants are expected to post 2.0% annual real growth through 1996. While both of these long-term growth rates are lower than the rates of growth the industry enjoyed through much of the last decade, they indicate the maturity of the industry, and the over-built conditions that exist in many markets across the country.

For the fourth year in a row, the consumer price index for food-away-from-home trailed that of food-at-home. Prices at restaurants rose 4.7% in 1990, compared to 6.5% at supermarkets. Clearly, the recent trend of slower inflation in the food-away-from-home market benefits consumers. However, the continued discrepancy in the rise in prices also indicates that, to some extent, restaurants have been unable to pass along price increases to consumers due to competitive pressures. The recent trend of "value meals" by fast-food chains is indicative of a willingness to sacrifice margins in order to increase, or at least maintain traffic.

BRIGHT SPOT. The fastest-growing segment among the major markets in 1990 was the airline segment, with a 5.0% real growth. Passenger traffic, supported by continued strong growth in international service, increased 5.4% for 1990. The war in the Persian Gulf curtailed airline traffic significantly during the first quarter of 1991, but the industry rebounded by summer, and should post another solid year of real growth in 1991, at 3.0%.

The leisure market represented the second-fastest growing major market. While growth slipped slightly from the 3.5% enjoyed in 1989, the 3.0% growth in 1990 is respectable. This market has been aggressively upgrading the types of food offered. This has resulted in higher check averages. The leisure market should be able to easily sustain 3% annual growth over the next five years.

Thanks to a strong first half, the hotel/motel industry showed positive growth in 1990, up 0.5%. According to Smith Travel Research, occupancy rates were up nearly 2% midway through 1990 and then steadily declined, finishing the year with an increase of just 0.5%. While the decline in occupancy rates continued into 1991, the industry is expected to rebound in the second half of 1991. However, coupled with the dramatic slowdown in new unit construction, the 1991 forecast calls for no real growth in the hotel/motel segment.

C-STORE SURGE. While the retail market had an overall real growth of 0.8% in 1990, all of the growth is from the convenience-store portion. Lured by attractive margins, foodservice at traditional c-stores had been an area of growth throughout the 1980s. Current growth, however, has come from the competing gas-oriented "food shops." While c-stores were among the fastest-growing segments in the 1980s, market saturation and the penetration of foodservice throughout this industry suggests that over the next five years real growth will moderate at 2% annually.

Conversely, many general merchandise and drug stores have been de-emphasizing foodservice and the percentage of sales represented by foodservice has steadily declined since 1982. In 1990, both of these subsegments endured real declines. These segments have also been looking for strategic alliances with major limited-menu chains for support. Over the next five years, the general merchandise and drug store foodservice markets should stabilize, and post positive, albeit under 1%, real growth through 1996.

INSTITUTIONAL MARKET. The overall sales figures in the noncommercial or institutional segments must be interpreted cautiously. In many segments and situations such as patient foodservice at hospitals and airline passengers, a sale *per se* does not take place. "Sales" volume for these segments has been adjusted to represent the equivalent retail value of the foodservice. This adjustment also takes into account the effect of subsidized meals at many business and industry operations.

Unlike eating places, hotels, and other commercial operations, the health-care and student segments are not as vulnerable to overall economic conditions. Both segments had moderate growth in 1990 at 1.3% and 0.5% respectively. As with the business & industry segment, the contract portions of these markets continue to grow at significantly faster rates than internal operations. This trend is likely to continue at least over the next five years, particularly in the primary/secondary school and health-care segments where the contract feeder share of the market is still relatively small. Through 1996, the business & industry, vending, health-care, and student markets will maintain moderate, but positive annual growth of 1% to 2%.

The year 1990 proved to be more difficult for the foodservice industry than 1989 was, yet 1991 will show some improvement. Technomic forecasts that by 1992, the industry will return to its long-term annual real growth of 1.5%.—**Ralph D. Rush**

24TH ANNUAL RGI

SEPARATE EATING

Over the past year, national and international circumstances have affected foodservice as seldom before. The recession, the Gulf War, and the ongoing decline in consumer disposable income have all played a role in keeping business in the doldrums. Few observers are hopeful of a recovery anytime soon.

National Restaurant Association (NRA) surveys in March, April, and May of this year indicated significant increases in restaurant patronage, fueling optimism for a possible foodservice industry turnaround. However, restaurant patronage dipped sharply in June, making a comeback seem questionable again.

RGI figures tell the story of soft performance. Separate eating and drinking places had 0.3% real sales growth in 1991 compared to 1990. The five-year real compound annual sales growth projection is 1.5% compared to 2% last year.

SLUGGISH. Of course, operators have had to contend with sluggish business for some time. Between 1989 and 1990, total restaurant industry traffic growth increased a mere 1.7% , the third year of very slow growth, according to the CREST report, a service of the Park Ridge, IL-based NPD Group. CREST notes that the top 100 chains managed only a 1.6% traffic gain. It also marks the first time in its tracking history that the industry's top 100 chains have lagged behind the total industry in growth.

As usual, the industry finds itself with a full plate of challenges apart from selling food and serving customers. Finding economically feasible restaurant sites in a saturated marketplace, recruiting and training employees, controlling operating costs, keeping up with healthy eating trends, coping with government regulations, and managing the solid waste problem are a short list.

Standard street front locations are increasingly harder to find. Irvine, CA-based Taco Bell Corp. says it will use some nontraditional venues to help it reach its goal of 10,000 points of distribution by the end of the year 2001. Mobile carts, kiosks, and downscaled units will be placed in such alternative locations as hospitals, schools, airports, stadiums, and perhaps even supermarkets.

On another front, Taco Bell is using technology to deal with the shortage of capable management and labor. It has automated much of the managers' paperwork, freeing them for more customer contact. Food preparation is increasingly being done away from the premises, cutting store labor and allowing the typical kitchen to shrink from 70% of the unit's total space a few years ago to 30% today.

Another solution to the shortage of sites and rising real estate and operating costs is the multi-concept shared site. Recently, a three-in-one restaurant opened in downtown Chicago with three different chains under one roof: Arby's, Sbarro, and Vie De France. The kitchens are adjacent, although separate, reducing construction and equipment costs. Developers say the total investment for the three-in-one unit is similar to that of a single in-line store.

America's concern about health and food safety

SEPARATE EATING AND DRINKING PLACES
FOODSERVICE SALES

MARKET SEGMENTS	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH		1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH		1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH	
				Nominal	Real			Nominal	Real		Nominal	Real
Separate Eating Places	392,120	157,550	53,885	5.2	0.5	164,682	56,268	4.5	0.3	218,156	5.8	1.5
Limited Menu Restaurants[2]	189,635	74,853	23,204	6.5	1.7	79,167	24,542	5.8	1.5	107,370	6.3	2.0
Full Menu Restaurants	188,755	75,491	27,932	3.3	-1.4	77,875	28,814	3.2	-1.0	100,541	5.2	1.0
Public Cafeterias	9,730	4,535	1,814	4.1	-0.6	4,773	1,909	5.6	1.0	6,162	5.2	1.0
Social Caterers	4,000	2,671	935	8.0	3.2	2,867	1,003	7.3	3.0	4,083	7.3	3.0
Separate Drinking Places[1]	38,355	11,119	3,892	0.0	-4.5	11,586	4,055	4.2	0.0	14,592	4.7	0.5
Total	430,475	168,669	57,777	4.6	-0.1	176,268	60,323	4.5	0.3	232,748	5.7	1.5

[1] Units include only bars and taverns that serve food.
[2] Includes ice cream and frozen custard stands.

LOGOS BY BETH MEYERS

AND DRINKING

Taking aim at the demand for fresh and healthy fare, Boston Chicken features marinated rotisserie-cooked chicken and fresh vegetable dishes.

are challenging menu makers. The rollout earlier this year of McDonald's McLean Deluxe opened the floodgates for health-oriented items.

Hardee's has countered with the Real Lean Deluxe, its own lower-fat burger. Arby's Light Sandwiches line of turkey, chicken, and roast beef have fewer than 300 calories each and are 94% fat free. KFC has rolled out Skinfree Crispy, a skinless fried chicken. Wendy's has a Grilled Chicken Fillet sandwich, which it bills as 50% less fat and 33% fewer calories. In one Burger King unit, a line of national-brand, low-calorie foods is in test. In addition, BK has cut the calories of its BK Broiler sandwich by one-third.

A healthful image, along with flavor, convenience, and moderate price, is the hook that Boston Chicken hopes to use to build a major fast-food chain. The six-year-old concept, owned and franchised by Boston-based New Boston Chicken Inc., features marinated rotisserie-cooked chicken and fresh vegetables. The menu strives to rise above ordinary fast food in its sophistication and perceived healthfulness. A typical meal might consist of its signature chicken served with sautéed fresh carrots and new potatoes with dill, and fresh baked brownies for dessert. "It's not fast food, it's good food fast," says chairman George Naddaff.

REGULATORY WOES. Government regulations continue to burden operators, although there are signs that operators are beginning to stand up for their rights. The year began with a steep increase in the federal excise tax (FET) on alcoholic beverages, forcing operators with liquor licenses to raise drink prices or else take a loss. Recently, executives of 21 full-service restaurant chains joined to form the American Beverage Institute, a nonprofit, self-funding group based in Washington, DC, formed to give restaurant operators a stronger voice in public policy on alcoholic beverage use.

Repealing the FICA tax on tips, the much vilified law passed a few years ago that raised operator payroll taxes significantly, remains an uphill struggle. But the NRA optimistically reports that 175 House members and 24 Senate members—more than before—have signed on as co-sponsors of repeal bills that Congress will act upon this fall.

Mandatory employer-provided health insurance for employees is a governmental issue that looms as a potential nightmare for operators. It is being debated in the legislatures of several states, and promises to be a California statewide ballot initiative in 1992. State restaurant associations warn of a difficult fight to stop it. They claim that mandatory insurance could lead to the thousands of small business failures and widespread layoffs or wage and benefit reductions.

Restaurants, particularly fast-food chains, are targets of the environmental movement. Oak Brook, IL-based McDonald's Corp. took a proactive step in managing the solid waste disposal problem this year by issuing its Waste Reduction Action Plan. The plan, developed in conjunction with the Environmental Defense Fund, entails more than 40 measures to reduce the solid waste stream of its restaurants. They include using

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FOOD PREPARATION IS INCREASINGLY BEING DONE OFF PREMISE, CUTTING STORE LABOR COSTS AND SHRINKING KITCHEN SIZE.

unbleached paper products, composting food scraps and paper waste, using starch-based degradable cutlery, bulk dispensers for condiments, and refillable coffee mugs.

POISED FOR SUCCESS. Social and demographic forecasts finger casual restaurants as the segment best poised for success in the coming decade. The largest population growth will be in the 35-to-54 age bracket, especially at the older end. These more sophisticated customers are expected to turn to full-service casual restaurants rather than fast food for better value and satisfaction. Already, it is apparent that casual chains such as Olive Garden, Bennigan's, TGI Friday's, Chili's Grill & Bar, and Applebee's, among others, are benefiting from the trend.

Given the current economic uncertainties, casual restaurants are enjoying a trade-down effect from high-ticket fine-dining establishments. It is well documented that numerous deluxe dining spots around the country are retooling into moderately priced cafes, bistros, and trattorias, implementing less costly menus and decor.

One of the biggest stories in the casual segment is the continuing great growth of Olive Garden, the Italian restaurant concept of Orlando-based General Mills Restaurants Inc. Olive Garden finished its fiscal year with an overall sales boost of 36%, a 2.2% same-store sales gain, and an increase in average unit volume to $2.7 million. What's more, it is maintaining its rapid annual expansion pace of 50 units per year. It had a total of 260 at year end.

Another strong performer is Dallas-based Brinker International Inc., which changed its name from Chili's Inc. earlier this year to emphasize its three-restaurant portfolio and the reputation of its founder, Norman Brinker. Flagship concept Chili's Grill & Bar achieved its seventh consecutive year of same-store sales gains. The company also announced an aggressive strategy to grow its two fledgling concepts, Romano's Macaroni Grill and Regas Grill, along with Chili's. It forecasts that the pair could ultimately grow into chains of 100 or more units. The two existing Romano's are annualizing sales of $3.5 million to $4.5 million, while the 14 Regas Grills average $3.5 million.

San Francisco-based Chevys Mexican Restaurants is attracting attention with its rapid growth. Between 1989 and 1990, its systemwide sales increased 69% from $30 million to $51 million and its units grew from 16 to 24, earning it the number-one position in the *RB* Top 50 Growth Chains. In a comfortably run-down border cantina atmosphere, customers dine on "Fresh Mex" food—everything scratch made. Batches of salsa are prepared hourly and tortillas are baked to order for each table by the "El Machino" contraption in the dining room. It works for a $2.6 million average unit volume.

Another growing young outfit is Tampa, FL-based Outback Steakhouse Inc., which conducted its initial stock offering this spring. Since its founding in 1988, Outback has grown to 34 units in size. It projects 25 more openings each during the next two years, in the Southeast, Southwest, and Midwest. A Down Under themed concept, the dining room is bedecked with Australian bush hats and knives. The menu

Arby's
Roast Beef

One solution to the shortage of prime sites and rising real estate costs is the multi-concept share site with different chains under one roof.

the Olive Garden
ITALIAN RESTAURANT

One of the fastest-growing chains is General Mills' Olive Garden. It is expanding at a rate of 50 new units per year.

features items such as Crocodile Dundee steak and Alice Springs Chicken. Units average an impressive $2.6 million sales volume, serving dinner only.

NEW VENTURE. Growth prospects in the casual segment have tempted Columbus, OH-based Bob Evans Farms Inc. to venture beyond the 250-plus Bob Evans and Owens family restaurants it operates. It has plans to develop a concept called Cantina del Rio, a full-service restaurant with a Tex-Mex menu priced under $10 and full bar service.

Catering to the new baby boom and growing senior population, Old Country Buffets is carving a successful niche for itself in the all-you-can-eat buffet business. Buffets Inc., its Eden Prairie, MN-based corporate parent, reported its seventh consecutive year of record revenues and earnings in 1991, with net earnings increasing 43%

BATTLE ZONE. The quick-service restaurant segment remains a battle zone of rampant price cutting and virtual saturation.

While most fast feeders have circled their wagons in a defensive posture, PepsiCo restaurants have gone on the warpath. Some 40% of PepsiCo's $2 billion in capital spending over the past two years has gone into Taco Bell, Pizza Hut, and KFC. Second quarter earnings show Taco Bell's operating profit up 19% and same-store sales 7% over the comparable period a year earlier. Sister chain Pizza Hut reported 22% profit growth and 1% higher same-store sales. KFC has yet to match the momentum of the other two chains, however.

Chains are jumping on the bandwagon of "value pricing," or permanently reducing selective menu item prices. Taco Bell, which fathered the trend, has used its three-tier value menu of 59¢, 79¢, and 99¢ items successfully for the past several years while rivals struggle. Wendy's similar Super Value menu has also been a success for the chain. McDonald's followed suit with a value-priced menu earlier this year that the company says is already helping slow its long slump in sales and traffic.

Not content to watch rivals match its value menu with their own versions, Taco Bell has seized the low ground again with its new Fiesta Menu of snack-sized Mexican items priced at 39¢.

Mastery of the home delivery market is one of the objectives for Wichita, KS-based Pizza Hut these days. It is a direct assault on Ann Arbor, MI-based Domino's Pizza, the nation's leading delivery chain. For its part, Domino's has struggled with profitability in recent years. Earnings in 1990 amounted to only $5.4 million on sales of $2.65 billion.

This year, Domino's founder and owner Tom Monaghan turned over day to day management of the chain to president Dave Black and his executive team, in order to to devote more time to personal causes. One of the first executive moves was to review and switch Domino's advertising agency account.

In the hamburger segment, all eyes are watching McDonald's for signs of improvement. According to stock analysts, McDonald's second quarter results show a slowing of the slump in domestic company same-store sales, which have been flat or negative for more than two years. Apparently, modest progress is beginning as a result of new products, value pricing, and reductions in the investment cost of new restaurants.

McDonald's has introduced numerous new products in test markets around the country, and prominent national promotional items such as Breakfast Burritos and Chicken Fajitas as well. However, the company appears to be in no hurry to roll out its long-awaited McDonald's Pizza, currently in test in about 450 units. Although the company has made noises about creating a dinner menu, there's no evidence of it yet.

Times are tough at Rocky Mount, NC-based Hardee's Food Systems Inc. Buffeted by two consecutive quarterly losses, Hardee's replaced CEO William Prather with Robert Autry, formerly president of Hardee's supply division. Previous signs of trouble with Hardee's were layoffs and a staff reorganization.

In contrast, Dublin, OH-based Wendy's International scored its highest quarterly profits in five years with a 21% hike in net income in the second quarter.

FLIP SIDE. Bankruptcy woes in the '90s are the flip side of the LBO boom of the '80s. Jefferson, LA-based Al Copeland Enterprises Inc., parent of Popeyes Famous Fried Chicken, choked on the $392 million debt it took on in the 1989 acquisition of Church's Chicken.

At press time, Copeland had proposed a plan to repay creditors and emerge from Chapter 11 protection. According to recently published reports, it seems that founder Alvin Copeland would lose control of the chain to creditors. This would thwart his goal of making a chicken megachain of Popeyes and Church's.–**James Scarpa**

24TH ANNUAL RGI

RETAIL

Sale banners flutter in store windows across the country, but they lure few spenders. Vacancies abound in strip centers and regional shopping malls. Surviving tenants demand and receive rent abatement. The retail slump has had its inevitable impact on store foodservice. According to RGI figures, the retail foodservice market had real sales growth of 1.8% in 1991 compared to 1990. Prospects for 1991-1996 call for 1.7% real compound annual sales growth.

However, there are bright spots today, such as the "value retailing" niche inhabited by low margin, high-volume price slashers such as Wal-Mart Stores, Kmart, and the Mills outlet malls. These players realize that foodservice can be a big advantage in this difficult climate.

"Good food is one reason why people stay an average of five to six hours in our malls," says Carole Asher, assistant director of foodservice of Washington, DC-based Western Development Corp., parent of the Mills malls.

"Dining well is part of a well-rounded shopping experience at Nordstrom, and a benefit to our bottom line," says John Clem, food and beverage manager for the Midwest division of Nordstrom department stores.

But even top-flight food can't do it all. Gaviidae Common, an upscale, five-level vertical shopping mall in Minneapolis, opened last year with a showcase foodservice attraction—a 20,000-sq.-ft., multi-concept complex designed and managed by noted local firm D'Amico + Partners. However, the stores and restaurants aren't drawing the sales projected. "There's nothing wrong with the merchandise. There just aren't any shoppers these days," says a merchant.

SUCCESS STORY. The leading success story in American retailing today is Wal-Mart Stores, based in Bentonville, AR. Last year, Wal-Mart passed former American retailing icon Sears Roebuck and Co. as the nation's leading retailer. Its sales increased from $8.5 billion in 1985 to $33 billion in 1991.

In addition to brand-name consumer goods at deep discount, Wal-Mart also offers low-priced, quick-service in-store restaurants. For example, a July Meal Deal in a northern Illinois store offered a Super Sub sandwich and regular soft drink for $2.18. This is in addition to regular offerings such as an 83¢ hot dog and $1.42 hamburger.

Troy, MI-based Kmart, which has also edged Sears to become the nation's second-largest retailer, is expanding a joint venture test it began last year with Little Caesars. In a restaurant-retail collaboration of unprecedented scope, Kmart will open Little Caesars outlets in 400 of its 2,333 retail stores across the U.S. over the next year. The pizza outlets, seating 12 to 16, will vend breakfast pizzas, danish, and muffins in the morning, then move into branded Little Caesars items, as well as sandwiches and ice cream.

In a modest four-store test, Sears and TCBY Enterprises are testing the receptivity of shoppers to frozen yogurt.

The leading department store chains have made large investments in foodservice both as a customer amenity and profit center. A case in point is the new Nordstrom store near Chicago in suburban Oak Brook. According to food &

THE RETAIL MARKET
FOODSERVICE SALES

	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH		1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH		1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH	
				Nominal	Real			Nominal	Real		Nominal	Real
General Merchandise Stores[1]	9,930	1,142	445	1.8	-2.8	1,190	464	4.2	0.0	1,536	5.2	1.0
Drug & Proprietary	5,700	347	135	3.5	-1.2	362	141	4.2	0.0	455	4.7	0.5
Convenience Stores[2]	60,000	6,153	2,154	6.8	2.0	6,572	2,300	6.8	2.5	8,913	6.3	2.0
Other Specialized Retail Stores[3]	16,420	3,584	1,434	5.0	0.3	3,791	1,516	5.8	1.5	5,016	5.8	1.5
Total	92,050	11,226	4,168	5.6	0.8	11,915	4,421	6.1	1.8	15,920	6.0	1.7

[1] Includes department, variety, and miscellaneous general merchandise stores.
[2] Includes primarily gasoline stations and traditional c-stores with foodservice.
[3] Includes supermarket restaurants, specialty food shops (such as cheese stores), and miscellaneous retailers such as liquor and book stores.
Revisions based on 1987 Census of Retail Trade.

LittleCaesars Pizza Station
SUBS
PASTA
PIZZA
Coke

In a restaurant-retail collaboration of unprecedented scope, Kmart will open Little Caesars outlets in 400 of its 2,333 stores across the U.S. next year.

beverage manager Clem, the three restaurants have helped Nordstrom make a splash in its new market. The Cafe offers sandwiches, salads, and entrees, including a Blue Plate Special of soup, salad, and half a sandwich, for $4.95. Nordstrom's Select Clam Chowder and its 25¢ bottomless cup of coffee are company signatures.

The Espresso Bar, strategically located between double entrance doors, greets customers with enticing aromas of custom-blended varietal coffees. It also offers freshly made Italian fruit granite. The Pub is an interpretation of a London pub, with bangers, pasties, and London Broil priced $6 to $9. The Garden Court is Nordstrom's "destination restaurant," says Clem, specializing in seafood, salads, and light entrees, $7 to $14.

Western Development Corp.'s Mills outlet mall concept is one of the hottest ventures in retailing in recent years. The company's Sawgrass Mills outlet mall near Ft. Lauderdale, FL, attracted 12 million shoppers last year. Mills malls offer name-brand shopping at rock bottom prices, in an atmosphere of fun and entertainment. A typical Mills mall is a vast collection of 200 or more manufacturer outlets and off-price shops and value retailers, plus themed food courts and entertainment areas, all in a unique architectural package.

A case in point is Gurnee Mills, which debuted north of Chicago during the summer. The 2.2 million-sq.-ft., 230-store mall includes in its tenant mix two themed food courts, each with 20 fast feeders and 500 seats. One is a 1950s drive-in theme called Dine-O-Rama. Tenants include McDonald's, Dairy Queen, Burrito Cabana, Great Steak & Fry Company, and Nathan's Famous. The other court is Lake County Fare, which strives for the Americana feel reminiscent of the county fairs of the heartland. The tenants include Freshens Yogurt, Boardwalk Fries, Burger King, Sbarro, A&W, Just Turkey, and Japan Cafe. There is a full-service Ruby Tuesday restaurant elsewhere in the mall as well.

C-STORES. The convenience-store segment is still a troubled one. Players suffer from a downscale image, particularly in foodservice. The bankruptcies of giant players 7-Eleven and Circle K have particularly hurt the industry's luster. However, some chains are implementing upgraded merchandise and decor mixes.

Dallas-based Southland Corp., parent of 7-Eleven, emerged from Chapter 11 bankruptcy protection earlier this year. The restructuring plan centered on the sale of 70% of the chain to a pair of Japanese concerns, Ito-Yokado Co. and 7-Eleven Japan, for $430 million cash. With the cash infusion and reduced debt load, the company expects to focus more attention on foodservice. This summer, a promotional tie-in with two PepsiCo Inc. brands, Pizza Hut and Pepsi-Cola, built store traffic and increased soft drink sales. Purchasers of a 12-pack of Pepsi at 7-Eleven received a coupon good for a free Personal Pan Pizza at Pizza Hut.

Archrival Circle K, based in Phoenix, has been struggling since its May 1990 bankruptcy to file a plan of reorganization. Hindering its progress have been squabbles among unsecured creditors, bondholders, and lenders seeking preference for their claims.

Oil company convenience marts are the exception to the c-store slump. They have fared better due to their high traffic locations and the good brand names and deep pockets of their parent companies. Chicago-based Amoco Corp. is testing Split Second, a convenience mart that offers upgraded food and merchandise. The test currently numbers four stores in the Tampa market with a fifth under construction. Amoco hopes Split Second will be a bonafide profit center capable of drawing traffic from restaurants and supermarkets, not just an adjunct to gasoline sales. It is sized roughly 4,000 sq. ft., comparable to freestanding c-stores. Offerings include deli food, fresh ground coffee, cinnamon rolls and doughnuts, hot dogs, pizzas, sandwiches, soups, garden salads, and yogurt.

Also out to upgrade food offerings is Houston, TX-based National Convenience Stores Inc. (NCS), parent of the 1,000-plus unit Stop N Go chain. An NCS test of Pizza Hut Personal Pan Pizzas and Mrs. Fields cookies have scored double-digit sales increases in five Stop N Go stores in Houston. They are prepared in 200 sq.-ft. modular units in stores that require little remodeling and expenditure.

"Sales have exceeded our expectations, and the profit margins are even better than on our standard merchandise," said V.H. Van Horn, NCS president and CEO. If the branded products test successfully, they may be added to NCS's foodservice program.

SUPER SALES. It's no secret that supermarket prepared foods are stealing market share from restaurants in some markets. Supermarket prepared foods to go grew from $7 billion in 1987 to more than $12 billion today, toward a projected $15 billion in 1994, according to *Supermarket Business* magazine. **-J.S.**

24TH ANNUAL RGI

HOTEL/MOTEL

The resounding thud heard throughout the hotel industry in the first quarter of 1991 was U.S. occupancy rates hitting the lowest first-quarter levels in 20 years—55.8%. According to Coopers & Lybrand's *Forecasts and Analysis for the Hospitality Industry*, falling occupancies and flat room rates are causing losses within the hotel industry to escalate. However, there are pockets of prosperity, and a recovery, albeit a weak one, is projected by Coopers & Lybrand for 1993.

While the '80s were a decade of segmentation, the '90s will be a decade of conversion and reaffiliation. Many survivors of the current retrenchment will do so by converting properties to another brand, or by striking relationships with partners—particularly foreign investors—with deep pockets. The dramatic drop in room sales makes food and beverage an even more important asset.

OPPORTUNITIES. Where there are challenges, there are also opportunities. Hotel food and beverage operations tended to mirror what Coopers & Lybrand describes as the industry trend of "shifting from development to internal rebuilding and strengthening."

Ariel Suarez, director of food and beverage operations at Ramada Renaissance Hotel Techworld at the Convention Center in Washington, DC, claims he spends much of his energies implementing a balancing act between value and price. The seesaw ride is especially noticeable in the catering department, which accounts for 65%-75% of total food and beverage sales at the 800-room hotel.

Meeting planners are squeezing the most value per dollar as possible. "In order to meet customers' budgets and get their business, we gear our menus specifically to each group," Suarez says. For example, at a recent convention for clinical chemists, the emphasis was on cholesterol-free meals. Special menus are not the only selling feature. Meeting planners are looking for proposals that satisfy budget constraints in an innovative manner. "Several weeks ago, we hosted the Information and Libraries Council, a government group that wanted a three-course luncheon priced at $14," recalls Suarez. The solution was a chicken and Caesar salad lunch entree developed specially for this group.

THE $1 DIFFERENCE. "Everything literally adds up. The difference between your menu and a competitor's may only be $1, which does not sound like a lot of money. But when the customer is planning to feed 1,200 it adds up," Suarez says.

Suarez's eye to the bottom line is not limited to catering. Last April, prices on the restaurant menus were scaled back approximately 15%. The strategy may be working. While revenues are down, profits are up.

At the Ramada Renaissance Hotel Tysons Corner, VA, special promotions attract both new and repeat customers. "All of the promotions suffered a drop in business that is now gradually rebuilding," says Joachim Ramsey, director of food and beverage and assistant general manager of the 404-room hotel. A "Champagne Wishes and Chocolate Kisses" package offered during February included a bottle of Champagne, a dozen roses, and breakfast for a $95 rate.

"As part of our recession-relief program, we also offer a full breakfast—a $7.50 value—for those customers who book a room at the corporate rate. The special deal has been a great success when booking meeting business," says Ramsey. In addition, the hotel has continued its General Manager's cocktail reception on Tuesday evenings, when hotel guests and meeting attendees are invited to mix, mingle, and offer their suggestions to the general manager.

While weekend packages are not a new idea, the Ritz-Carlton Laguna Niguel puts a new spin on this traditional hotel promotion. Henry E. Schielein, vice president and

THE HOTEL/MOTEL MARKET
FOODSERVICE SALES

	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH		1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH		1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH	
				Nominal	Real			Nominal	Real		Nominal	Real
Hotels	15,800	12,443	4,977	5.0	0.3	12,928	5,171	3.9	-0.3	17,023	5.7	1.4
Motels[1]	10,300	2,428	971	6.2	1.5	2,567	1,027	5.7	1.5	3,480	6.3	2.0
Total	26,100	14,871	5,948	5.2	0.5	15,495	6,198	4.2	0.0	20,503	5.8	1.5

[1] Includes motels and motor hotels.

The Ramada Renaissance Hotel-Techworld lobby and Marco Polo lounge feature cocktails and nightly entertainment.

general manager of the 393-room luxury resort, speaks enthusiastically of the hotel's special programs. The Stars & Stripes Celebration includes two or three nights in a Garden/Courtyard room, a bottle of wine on arrival, a Fourth of July picnic basket lunch for two on the beach, children's sand toys, use of the fitness center, and complimentary parking.

The menu of The Grand Cafe in The Grand Bay Hotel in Coconut Grove, FL, serves as a centerpiece for special promotions. "We encourage the chef to focus his energies on an area where he excels," explains Terry Zarikian, director of product development for Grand Bay Hotels. As an example of this strategy, Zarikian points to an upcoming promotion of smoked salmon. Possible menu items include a fennel smoked salmon with saffron, sugar-cane cured smoked salmon with rum, and black Chinese tea smoked salmon with five spices. The Grand Cafe will also sponsor an end of the year promotion highlighting the Oriental influence in the Caribbean.

NICHE MARKETING. Mark Shuda, vice president, food and beverage for Doral Hotels & Resorts Management Corp., believes "any company that is building hotel restaurants as monuments to last forever" is fooling itself. Shuda insists that when it comes to restaurant concepts within a hotel, operators must be able "to go to your owners and say that the concept will offer a payback in less than three years and will make a profit."

No easy task in a recessionary economy, admits Shuda. However, the restaurants within Doral's 10 properties (ranging from a mega golf resort to small boutique hotels, from a beachfront resort to a conference center) make money by finding a niche and capitalizing on it.

As an example, Shuda points to the success of Saturnia cuisine, a new concept that counts fat points rather than calories. Saturnia cuisine, developed under the guidelines of the American Heart Association at Doral's Saturnia Spa in Miami, was adapted to a freestanding concept in the Doral Park Avenue Hotel in New York City. "We were very pleased at the tremendous response we have had to the Saturnia restaurant since it opened in New York City last year," says Shuda.

Shuda points out that the Saturnia cuisine can also be adapted to other restaurant concepts throughout the Doral system. For example, at the Provare restaurants (a trattoria concept), the menus feature Saturnia's individual pizzas. "People sometimes associate spa food as Spartan and that is not true in this case. Saturnia cuisine is straightforward, healthy food. We view it as an added amenity to our customer," says Shuda.

The Rihga Royal Hotel, the deluxe 475-suite hotel in New York City, capitalizes on service as a point of differentiation. "We try to achieve an optimum comfort level in the hotel," says John Dorman, general manager. Opened just a year ago, The Rihga is managed by RIHGA International U.S.A. Inc, the U.S. subsidiary of The Royal Hotel Ltd., an Osaka, Japan-based hotel company. As an example, Dorman points to the hotel's in-suite dining service. "Each suite has a dining room table. When a guest orders a meal in his room, it is served at a table set with fine linen and fresh flowers."

In order to facilitate breakfast orders, one elevator was converted to act as a "flying kitchen." An on-board computer registers the orders placed to the operator and a continental breakfast is at the door in 10 minutes. "The flying kitchen was an expensive proposition but a necessity to meet our customers' needs," says Dorman.

BUDGET GROWTH. Upscale chains are not the only ones concentrating on promotional efforts. The growth that has occurred in the hotel industry has been in the budget/economy end of the market.

This summer Choice Hotels International offered a free $1,000 coupon book to guests of its franchised Comfort, Quality, Clarion, Sleep, Rodeway, Econo Lodge, and Friendship hotels. Coupons tied in with major restaurant companies. Bob Gilbert, vice president of worldwide sales, for the Silver Springs, MD-based chain, pronounces the coupon book a "marketing success." Gilbert estimates 3.5 million coupon books were distributed.

OPTING OUT. Some hotel companies are opting out of foodservice altogether and turning their restaurants over to management companies such as Grace Hotel Services Corp. Based in Denver, CO, Grace Hotel Services Corp. leases and operates restaurants and related foodservice facilities in hotel properties that have a minimum of 4,000 sq. ft. of banquet space. Currently, the company operates the foodservice facilities in two Embassy Suites in Los Angeles and La Jolla, CA, and foodservice facilities in two hotels in New York City. Grace plans to have 12 restaurants in its portfolio by the end of the year.–**Denise M. Brennan**

24TH ANNUAL RGI

LEISURE

Recession-weary travelers are avoiding high priced airline and resort vacations and choosing less expensive leisure activities closer to home, such as national parks, baseball stadiums, beaches, and amusement parks. Although the number of vacation trips taken has remained about the same in recent years, their duration has shrunk, following the decline in disposable income. The average vacation has dropped from an estimated 5.7 nights in 1985 to 4.1 in 1990, according to the U.S. Travel Data Center, Washington, DC.

"People aren't straying very far this year," says John Blazon, food and beverage director of the Ford's Colony Country Club in Williamsburg, VA, which has drawn strong business from the nation's capital this summer.

CRUISING. In Chicago, Lake Michigan cruise boats are doing a booming business offering luxurious b[illegible] elatively affordable dining cruises. The notable new[illegible] the scene is the $5 million, 800-passenger *Odyss*[illegible] ers sample dishes such as scallops in puff pastry, pr[illegible] ... the vessel's galle[illegible] choose from a 21-item wine list.

The sporting world is another growth market for leisure contractors. Professional sports expansion leads to the construction of new ballparks and arenas and the remodeling of old ones. "It offers opportunities for us to add upgraded amenities such as food courts and catering," says Matthew Bauer of Buffalo, NY-based Sportservice Corp.

Philadelphia-based ARA Leisure Services Division has benefited from "wonderful" baseball attendance this year," according to executive vice president Joe Pistone. In newer stadiums, ARA is implementing its Images series of food court stations. These include Itza Pizza, Grille Works, Sausage Haus, Gretel's Bakery, and Beers of the World.

Ballpark food has come a long way from just hot dogs and spuds, especially in the new Comiskey Park in Chicago. Grilled sandwich offerings include bratwurst, sausage, [illegible] chicken, and Italian beef and pork chop sandwiches. Ethnic choices include fajitas, super tacos, and churros.

Contractors are increasingly implementing name-brand commercial restaurant concepts. One of the leaders is Marriott Sports and Entertainment, a newly organized business unit of Washington, DC-based Marriott Host. At Dodger Stadium in Los Angeles, Marriott has assembled 18 downscaled fast-food outlets. They represent chains such as Carl's Jr., Pizza Hut, TCBY, and Taco Bell. Another Marriott account, the Salt Palace in Salt Lake City, will introduce Hardee's and Mrs. Fields Cookie units.

Also on the branding beat, chains such as Kentucky Fried Chicken, Pizza Hut, Taco Bell, Dairy Queen, and TCBY are experimenting with mobile carts in leisure accounts. KFC's effort is a 42-ft. mobile trailer restaurant. TCBY has placed frozen yogurt outlets in sports venues.

Still, it seems that the best fun at the old ballpark takes place in private season ticket holder clubs. The Stadium Club at Chicago's Wrigley Field, managed by The Levy Restaurants, is a year-round restaurant, lounge, and catering facility that also offers bountiful game-day buffets.

DISNEY DOWNTURN. Walt Disney Co. formerly was a perennial darling of Wall Street tipsters. However, sagging attendance at its theme parks, resorts, and other divisions has contributed to a downturn. In the third quarter, overall company net income declined 31%. Disney theme parks and resorts suffered a decrease of 12% in revenues and 39% in operating profit. Nevertheless, Disney is still making innovative plans. Its WESCOT Center is a proposed $3 billion futuristic park next door to Disneyland in Anaheim, CA. At Walt Disney/MGM Studios in Florida, the hot new restaurant attraction is Dine-In Theater, a dimly lighted soundstage fashioned to look like a 1950s drive-in.

National parks report good summer business. ARA Leisure Services is adding its Images food court package to park facilities at Lake Powell, AZ, and Ellis Island, NY.

What will be the next fa[illegible]y leisure attraction? Would you believe gambling? Several hotel companies are reportedly examining legalized riverboat gambling.—**James Scarpa**

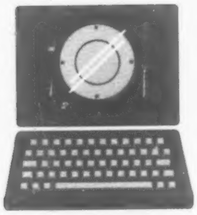
THE LEISURE MARKET

FOODSERVICE SALES

	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH Nominal	1990 vs. 1989 % SALES GROWTH Real	1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH Nominal	1991 vs. 1990 % SALES GROWTH Real	1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH Nominal	1991-1996 % COMPOUND ANNUAL SALES GROWTH Real
Leisure Market	30,550	7,981	2,793	7.9	3.0	8,516	2,981	6.7	2.4	12,126	7.3	3.0

[1] Includes theme parks, stadiums, arenas, tracks, theaters, camps, clubs, bowling lanes, etc.

24TH ANNUAL RGI



BUSINESS & INDUSTRY

Like many of the customers it serves, the B&I segment is on a diet. But it isn't a doctor who suggests the low-fat regimen for corporate foodservice; because of the economic fallout of the '80s, dining directors are having to follow a lean-and-mean prescription. As one succinctly put it: "The fat's gone. Now we're at the bone."

In corporate America, consolidation and amalgamation are the issues of the '90s. In the B&I segment, dealing with cutbacks while maintaining the perception of value is the course most foodservice managers are faced with. Corporate foodservice directors are [illegible] to see their subsidies dwindle. But they are also having "to convince management that employee-dining programs are a benefit," says Claudia O'Mahoney, executive vice president of the Society for Foodservice Management in Louisville, KY. "If companies see them as a nuisance, dining programs will be difficult to maintain."

Complicating the necessity to streamline, B&I directors also are experiencing keen competition from the commercial foodservice sector, and customer demand to provide more services—for less cost.

To cope, many B&I operators are downsizing. Many are having to scale back labor costs and are switching to self-service-style cafeterias. For some, reducing the number of menu items is one way to offset costs. For others, there is a push to create external sources of income, such as catering and take-out services. "For most corporate foodservice directors now," says Lowell Gutzler, president of corporate services west for Marriott Management Services, "The magic words are break even."

Many in the segment voice concern that B&I no longer enjoys a captive customer base. "There is a realization in corporate dining that folks do not have to eat in the cafeteria. The competition is very keen now. People have choices," says Neil Reyer, vice president of restaurant and travel management for NYC-based Chemical Bank.

"To keep employees in the dining room we have to give our cafeterias more of a retail image," says Reyer. Joe Byrum, president and COO of Morrison's Custom Management, in Mobile, AL, agrees. "The entire B&I market has to become more retail-oriented," says Byrum.

BRANDING. To keep employees in the cafeteria, Morrison's philosophy is to upgrade through branding. "We will install 75 total brand concepts in the next few years," says Byrum.

By sheer size—Morrison's manages 128 B&I contracts in 40 states—the company can afford the advantage of a Pizza Hut or TCBY unit in its operations. But for others, operating with national brands is neither viable nor cost-efficient.

"It's expensive to bring a Taco Bell into your operation," notes Reyer. The solution for him, as for many self-operating B&I foodservice departments, was to "create our own brands—to come up with our own signature items," he says.

Reyer developed a pizza that he sells in Chemical's dining rooms at a competitive price. In the last eight months he's also rolled out what he calls "frigid favorites," such as meatloaf and fried chicken—"all the things people like to eat cold," he adds. But, he's kept his average check ($4) in line and has not raised prices since 1988.

"We have had to change either our mode of operation or the number of menu items we offer," says Julie Flik, executive vice president of

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THE BUSINESS & INDUSTRY MARKET
FOODSERVICE SALES

	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH		1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH		1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH	
				Nominal	Real			Nominal	Real		Nominal	Real
Business & Industry Internal Feeding	N/A	2,726	1,363	4.9	0.2	2,841	1,345	4.2	0.0	3,495	4.2	0.0
Contract	N/A	14,579	7,289	6.9	2.1	15,371	7,274	5.4	1.2	20,606	6.0	1.8
Total	16,450	17,305	8,652	6.6	1.8	18,212	8,619	5.2	1.0	24,101	5.8	1.5

Note that sales estimates have been adjusted to reflect equivalent consumer expenditures.
Estimates exclude vending operations.
Estimates exclude alcoholic beverages.

24TH ANNUAL B&I

BUSINESS & INDUSTRY

Marriott Management Services operates B&I accounts across the country.

Flik International Corp., a foodservice management company in Mamaroneck, NY.

Gus Gregory, president of Total Foodservice Directions, a contract management company in Miami, FL, opted for alternative portion sizes to streamline his costs and meet customer demand. "I've implemented blue-plate specials over the last year and have started to serve half-sandwich portions with soup or salad."

Dwindling subsidies are a growing reality in the B&I segment. Chemical's Reyer has seen the subsidies shrink from $2.3 million in 1986 to $85,000 in 1991 for the six cafeterias he runs. As a result, he's reduced his staff of 2[illegible] from five years ago to 126 today. For Reyer, a shift to self-service was the easiest way to reduce labor costs. "It's a lot cheaper to let people help themselves," he says.

"We had our big layoffs three and four years ago," says William Lembach, director of foodservice for Kodak Corp. in Rochester, NY. Like Reyer, Lembach has seen his subsidies drop—by $6 million since 1988. "We went to self-serve several years ago," says Lembach, who heads up the largest self-operating corporate dining program in America, serving about 50,000 meals a day at the company's headquarters.

Today, most of his efforts are concentrated on garnering new business while meeting demands for convenience.

OUTREACH. Although Lembach can boast an 80% participation rate for the company cafeterias (one of the highest in the industry, he says), he's brought food for sale into the manufacturing plant with mobile peddler carts. "In this environment, without a lot of additional customers," says Lembach, "we've had to bring our services to the employees we were not reaching." He also implemented a take-out service for employees.

To garner additional revenue, Reyer has looked to catering, to allowing nonbank employees into the company's cafeteria facilities, and to an employee take-out service. "We have one edge on the commercial competition, and that's convenience," says Reyer.

Byrum, too, has looked to catering, largely through acquisition. "We see a need for more upscale catering, whether on or off premises," he says. "A lot of our accounts were turning to outside caterers. We have been enhancing our culinary expertise and have purchased a few upscale caterers—Parties Plus and City Events, both in California—and now we capture more and more of that market," he adds.

While most B&I directors are scrambling to meet the more-for-less dictum that characterizes the segment now, for some the recession has actually brought good news. Lembach says his customer counts "are going up, and our revenue flow is much more than we budgeted for. Employees who used to go out for lunch are now staying in the facility."

Countering the scenario of vastly reduced corporate subsidies that have traditionally sustained employee services programs, Byrum says he sees "more owners coming back to the subsidy situation." He also says Morrison's has been negotiating "a lot more fee accounts vs. profit and loss," which, he explains, "puts the risk in the hands of the employer. It also affords them the control to set service standards." Byrum adds that his company is back on track again after a flat five-year period and is now opening 25 to 30 B&I accounts a year.

HEALTH AND ENVIRONMENT. Lembach saw opportunity in Kodak employees' concerns about environmental issues. "We implemented a coffee mug campaign to reduce disposable waste. By now, about half of our 43,000 employees have bought the mug. We've not only shown that we are environmentally aware," adds Lembach, "we've reduced our paper cost by 10%." This past summer he instituted another mug campaign for cold drinks.

Unlike self-operated B&I enterprises, [illegible] management services say they follow their clients when it [illegible] to the environment but that overall there seems to be a general trend toward more recycling and disposable waste reduction. Some are even working with food banks.

Says Flik: "We tend to go with our customers when it comes to dealing with the environment."**–Diane Kochilas**

24TH ANNUAL RGI

HEALTH CARE

Health-care foodservice is going through a time of reevaluation and flux. Many institutions are rethinking their foodservice strategies in light of the continued effects of reduced budgets and shortened patient stays. Health-care foodservice directors are aiming to stretch their dollars, maintain or reduce labor costs, and search out new sources of revenue beyond patient feeding. Basically, they are having to change the very way they do business in order to survive in today's environment.

"Business as usual no longer works," says Michael Giuffrida, executive director for the National Association of Health-Care Foodservice Management, in Washington, DC. "Now, foodservice directors have to be entrepreneurs."

"The predominant issue now is being able to do more with less," says Tony Alibrio, division president, health-care and food management services, at Marriott Corp. "Clients are crying for more creativity, more variety, and improved levels of service. But we have to manage with less employees and less money. We are readdressing the basics of the business," he adds.

"Today, health-care foodservice means learning to run a business within a business," says Giuffrida.

IMAGE SAVVY. More and more, foodservice administrators are realizing the important role their services can play in patients' perception of the overall hospital experience.

"There is a trend right now toward marketing the foodservice department, making it a part of the whole health-care system," says Giuffrida. "Hospitals have to be conscious of their image, and food is one of the most crucial components. Most doctors are affiliated with more than one hospital," explains Giuffrida. "Food is a factor that affects the decision, mainly of nonsubsidized patients, in terms of where to go. Patients aren't just eating what's put in front of them anymore."

"Foodservice is a clear and distinct measurement in the eyes of a patient as to the quality of the total health-care facility," concurs Marriott's Alibrio.

ENHANCING SERVICES. To strengthen their overall image and improve services, health-care administrators are turning to a number of innovative programs.

Marriott is increasingly employing chefs "as the lead production person in the hospital kitchen," says Alibrio.

At Columbia Presbyterian Hospital in New York City, Marriott kicked off a V.I.P. program in the hospital's newly built McKeen Pavillion, a 40-room addition that is "like a medical hotel" and for which Marriott developed a menu of gourmet offerings, explains Alibrio.

Some hospitals are including wine on their patient menus. At the 300-bed Mt. Carmel East Hospital in Columbus, OH, director of nutritional services Alice Pollard implemented a program at the hospital's new birthing center called Suite Service for Two, a celebratory menu for new parents that includes sparkling grape juice, soup, salad, a choice of three entrees, and dessert.

There is also a move in the health-care segment to widen the variety of services offered, from diet and nutritional counseling to housekeeping.

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THE HEALTH CARE MARKET
FOODSERVICE SALES

	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH		1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH		1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH	
				Nominal	Real			Nominal	Real		Nominal	Real
Hospitals-Internal	6,730	5,203	2,510	1.9	-0.4	5,211	821	0.2	-1.8	5,387	0.7	-1.5
Nursing Homes-Internal	19,600	3,480	1,831	3.2	0.9	3,589	3,579	3.2	1.1	4,206	3.2	1.0
Hospitals and Nursing Homes Contract	(1)	2,564	1,282	7.9	5.4	2,779	1,390	8.4	6.3	3,955	7.3	5.0
Total	26,330	11,247	5,623	3.6	1.3	11,579	5,790	4.1	0.9	13,548	3.2	1.0

(1) Contract totals are included in the totals for hospitals and nursing homes.
Hospitals include long-term and short-term; public, private, and military; general as well as psychiatric and other special institutions.
Note that sales estimates have been adjusted to reflect equivalent consumer expenditures. Estimates exclude alcoholic beverages.

24TH ANNUAL RGI

HEALTH CARE

ARA Services is revamping menus at its health-care accounts to reflect the shifting ethnic concentrations and to offer more variety in cafeterias and on patient trays.

Marriott changed the name of its health-care group to the Health-Care Food and Nutrition Services division in order to reflect the broadened role Alibrio says health-care foodservice must play.

There is also a move toward addressing patients' individual food and nutrition needs and toward understanding the interplay between diet and medicine.

At the University of Minnesota Hospital and Clinic in Minneapolis, Edith Jones, director of nutritional services, designed a patient menu that includes dozens of meal combinations. There are 13 menu groups to choose from—from pediatric and vegetarian to low-sodium and calorie-restricted diets. Patients have a basic menu at their bedside and circle their choices for each meal.

Constance B. Girard-diCarlo, president of health-care and nutritional services for Philadelphia-based ARA Services, says ARA is addressing ethnic needs more, too. At Mt. Sinai Hospital in New York City, whose foodservice ARA took over in July, Girard-diCarlo is revamping the menu to reflect the hospital's large Hispanic population. At a Chicago Hospital with a large Polish patient population, ARA also revamped its menu offerings to reflect ethnic needs.

"It goes beyond giving patients the foods they are used to," says Giuffrida. "If patients like the food they're eating, in many instances they tend to respond better to their therapy or medication."

BEYOND PATIENTS. While patient feeding is still the premiere function, there is a move in the segment toward marketing to hospitals' nonpatient populations as well.

"You can have the best patient food in the world, but if the cafeteria stinks you're missing the boat," sums up Giuffrida.

From bagel stands to branding, health-care foodservice is scurrying to attract the doctors, nurses, support staff, and visitors who make up the nonpatient population in hospitals.

"We're giving our operations a facelift," says Keith O'Neill, an independent contractor who directs the food and nutritional services for Methodist Hospital in Memphis, TN. "We're marketing our facilities as a restaurant and are considering installing a rotisserie in the cafeteria." By raising the average check from $2 to $2.10, O'Neill increased cafeteria sales by 9% in 1991.

The trend toward enhanced outpatient services continues as foodservice directors look for ways to increase revenues. Meals on wheels and senior citizen dining programs are gaining ground, especially in light of reduced hospital occupancy rates and shortened stays. Some health-care facilities are turning to take-out services for employees.

Cooperative buying groups are growing in the health-care segment. Foodservice directors are learning their way more deftly around government bureaucracies and are taking more advantage of the USDA's commodities program.

KITCHENLESS FOODSERVICE. Perhaps one of the most radical cost-cutting efforts was implemented this past June at Cedar Sinai Hospital in Los Angeles. Foodservice director Jerry Berkman closed his kitchen. Acting upon what he sees as the continued shortage of skilled kitchen labor coupled with consumers' increasingly sophisticated palates, Berkman turned to the retail sector, namely frozen meals that require little in the way of culinary knowledge and space to prepare. Although he was reluctant to go into details about his "kitchenless" foodservice program, an industry source familiar with it says he has turned to "100% convenience products—basically frozen and cook-chill dishes."

At Methodist Hospital, O'Neill reduced the number of offerings on his patient menu. He implemented a chef's daily special and gives it special emphasis on the menu in an effort "to lure patients to that choice. We're still giving our customers the perception of variety, but by reducing the number of items we offered we improved timeliness on the service line and decreased costs and waste.

"The nucleus that drives cost is the menu," says O'Neill. "Everyone is striving to downscale without hurting the perception of quality."**–D.K.**

24TH ANNUAL RGI

STUDENT

Foodservice directors in the student market continue to be faced with the mandate to do more with less. Compounding that challenge is the host of problems inherent in education right now: declining student enrollments, slashed federal funding, and burdening paperwork. In both private and public education, the money crunch is becoming more and more acute. "State institutions in the Southeast are facing tremendous financial pressures," says Norm Hill, director of foodservice for the University of Tennessee, Knoxville. "Parts of the university are totally dependent on state money," explains Hill, "but the auxiliary departments such as foodservice have to generate their own income. That puts pressure on us to cover costs we didn't have to deal with in the past," he notes.

For private universities, the crunch is just as severe. Concurs Peg Lacey, director of dining services at Cornell University in Ithaca, NY: "We are being asked to provide the same services for less, and to help fund programs that aren't dining-related," she says.

At the University of California at San Diego, director of dining services Brian Klippel says that his department is having to play a "much greater role as an income source."

In public elementary and high schools, money shortages are just as acute and the paperwork necessary to garner whatever federal and state funds exist is often staggering.

Kevin Dando, government affairs specialist for the 67,000-member American School Food Service Association (ASFSA), is concerned about the cuts in child nutrition programs. "We would be in a much better position if we didn't have to be on guard against cuts," he says.

Annette Bomar, director of school foodservice for the state of Georgia, says that government cutbacks in 1991 "effectively took away money from per-meal reimbursements for three million state students."

THE FOOD. Monetary crises aside, "the single largest issue facing school dining directors now," says Dando, "is the nutritional quality of the meals." The ASFS endorsed the dietary guidelines issued recently by the USDA and also endorsed a paper on school nutrition written under the auspices of the Center for Science in the Public Interest, a Washington, DC-based lobbying group.

Breakfast at school is a big issue in public elementary and high schools. In 1990, there were 24.4 million school lunches served in 90,000 public schools across the country. By comparison, breakfasts were served in only 40,000 schools. Citing an extensive study by researchers at Tufts University, which concludes that eating breakfast at school reduces tardiness and increases test scores, Dando says, "It would be to everyone's advantage if breakfast were available in every school nationwide."

At the university level, food is also an issue. Says Tim Tenon, who works for the Wood Co., a contract management firm, as foodservice director of cash operations at Lehigh University in Pennsylvania,

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THE STUDENT MARKET
FOODSERVICE SALES

	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH		1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH		1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH	
				Nominal	Real			Nominal	Real		Nominal	Real
Primary & Secondary Schools-Internal	15,575	7,990	3,995	2.2	-0.1	8,112	4,056	1.5	-0.5	9,247	2.7	-1.5
Primary & Secondary Schools-Contract	(1)	1,152	576	8.0	5.6	1,266	633	9.9	7.8	1,962	9.2	4.8
Colleges/Universities-Internal	3,460	3,336	1,466	5.0	0.3	3,486	1,516	4.5	0.3	4,168	3.6	-0.5
Colleges/Universities-Contract	(1)	3,417	1,502	5.4	0.7	3,586	1,560	4.9	0.7	4,738	5.7	1.5
Total	19,035	15,895	7,539	3.7	0.5	16,450	7,765	3.5	0.5	20,115	4.1	1.1

(1) Total unit count is given in the internal total.
Note: Sales estimates have been adjusted to reflect equivalent consumer expenditures. Estimates exclude alcoholic beverages. School estimates include government commodities and milk. Student units were tabulated by number of school districts instead of number of schools as in previous years.

STUDENT

At Lehigh University, students are attracted by a "branded" foodservice concept called Pete's Arena and a TCBY yogurt cart at the university center.

"Students want more variety, ethnic, and healthy foods."

Art Korandanis, foodservice director at Tufts University in Medford, MA, agrees. "During National Nutrition Month last March," notes Korandanis, "we ran a healthy-balance menu. It was such a success that we'll switch the menu in one of our halls to be exclusively health-oriented."

While students are demanding variety on the menu, at the college level they are also demanding variety in the hours and types of campus dining. Campuses are revamping their meal plans and payment plans and rethinking their operating hours in hopes of luring students away from c-stores and fast food. "Late-night dining is a big push," says Klippel. "Unlimited feeding—the old all-you-can-eat cafeteria concept—is on its way out because it is cost prohibitive"

"Meal plans as they used to be known are dying," says Wood's Tenon. Today, flexible plans and debit cards, which can be used in cash operations, too, are gaining ground.

At the University of Tennessee, Knoxville, Hill says he is "heavily into c-stores. We've put five on campus in an effort to be as flexible as possible. Students can go off campus any time of the day or night and grab a meal," says Hill.

At Tufts, Korandanis expanded the debit-card program so that students could use their dining points at vending machines and in the school's bookstores and laundry rooms.

Many college foodservice directors are trying to create a more retail environment on campus. Some schools are allowing chains onto campuses. At the University of California at Sacramento, Burger King operates on campus. The University of Southern California actually became a franchisee of Carl's Jr.

Tenon has implemented a branded pizza concept, Pete's Arena, at Lehigh and a cart concept with TCBY.

Steven Sweeney, vice president of operations for schools and colleges for Flik Management in Mamaroneck, NY, says his company has worked out agreements with Pizza Hut, Dunkin' Donuts, and a frozen yogurt concern.

William Hamman, president of the Marriott Education Services Division in Orlando, FL, agrees that the freedom of choice students are demanding is a major trend, but cautions that choice for students means expense for operators. Nonetheless, on some of the larger campuses Marriott operates at, such as George Washington University and SUNY Binghamton, Pizza Hut, Domino's, and other nationally branded concepts have been fully integrated.

Even at the elementary school level, student demands for flexibility are being met. Sue Greig, former foodservice director in Manhattan, KS, says that by setting up salad and sandwich bars and food courts, she was able to provide the "mall" atmosphere students enjoy.

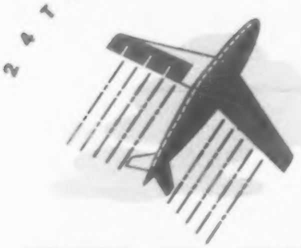
SURVIVAL. By some estimates, says ASFSA' Dando, with college enrollment shrinking and costs skyrocketing, 1,000 colleges are expected to close by the end of the century. Survival for school foodservice will depend on creative marketing, on meeting customers' needs, and on garnering income from nontraditional sources. More and more campuses are sprucing up their summer conference business, implementing cash operations to appeal to students on and off the meal plan, and moving to self-service programs that can help reduce labor costs.

Some in the industry see a shift away from self-operated cafeterias at every level of student feeding. "Contract management companies are making increasing inroads into school nutrition programs," says Dando.

Hamman says that Marriott is enjoying high growth even in what is a mature market. In the coming school year, the company will add 26 new schools to its roster. "Contractors are in a unique position to fulfill students' demands for variety," says Hamman. "We can flex our muscles when it comes to buying power, and because of our size we can offer improved employee benefits."**–D.K.**

For more information on American Home Foods circle number 114→

24TH ANNUAL RGI



AIRLINE

The recession and the Persian Gulf War shook the airline industry in 1990-91. Fuel prices skyrocketed, taking airfares with them. In addition, travelers avoided the airports because of terrorism fears. Domestic airline passenger boardings through May 1991 declined 4.3%, according to the Airline Transport Association, a deceptively low cumulative figure. It is put into perspective by the 40% to 50% traffic drops in trans-Atlantic routes that happened during the peak war months of January and February.

Moreover, the turmoil obviously contributed to the unprecedented number of carriers in Chapter 11 bankruptcy protection: Eastern, Continental, Midway, Pan Am, and TWA. Financially healthier airlines such as American, Delta, and United are buying up routes, gates, and planes from their cash-strapped rivals.

For inflight feeders, the main effect was the interruption of the trend of improved and upgraded inflight foodservice. For the past several years, airlines had stepped up investment in food as a marketing tool and competitive edge. But the increase in fuel costs and the traffic slump forced them to cut back, at least temporarily. Meals were eliminated on certain flights. On others, a single entree was served or hot meals gave way to cold plates and snacks.

"Despite all the problems the airlines faced, it's significant that there was no perceptible downgrading of food quality from a passenger viewpoint," says Phillip Cooke, executive director of the Inflight Food Service Association (IFSA), Louisville, KY.

RECOVERING MOMENTUM. As of this writing, it appears that carriers are recovering their momentum in foodservice. In July, for example, Northwest Airlines spent several million dollars on meal enhancements, including increased portions, new menus, and the reintroduction of meals discontinued during the war. It resumed its $100 million campaign to upgrade foodservice that began last year.

One of Northwest's investments was Silver Platter Service of international dishes, a program designed to build up traffic on competitive routes. Both first class and main cabin passengers choose from menus inspired by Northwest's international destinations. Selections include cold poached salmon with green beans and julienne beets, with chocolate-dipped strawberries and petit fours for dessert. Complimentary drinks and table linens are included.

Airline foodservice in general has become increasingly conscious of prevailing consumer tastes. "We're seeing passenger receptiveness to pasta, cold salad and fruit plates, and even pizza," says Gary Franson, director, system foodservice, for Northwest Airlines.

SPECIAL MEALS. Health is an especially hot topic. Northwest Airlines offers 18 special meals that range that go far beyond the basic kosher, vegetarian, and child's meals to include diabetic, low-sodium, nondairy vegetarian, gluten-free, low-carbohydrate, plus meals for religious and ethnic groups such as Muslims and Indians.

Luxury food is an important weapon in the international air travel market, which sees aggressive newcomers from the U.S. such as American and United battling European and Asian flag carriers.

United Airlines' passengers on the competitive New York to London route enjoy English tea service with scones, clotted cream, finger sandwiches, and freshly brewed teas. First class passengers may also opt for a flute of *tete de cuvée* Champagne.

Still, no other form of deluxe air travel beats the supersonic Concorde. Menus on British Airways' London to New York Concorde route are crafted by noted chef Anton Mosimann. Selections include caviar and chicken liver mousse canapés, salmon poached in Chablis and herb sauce, and *délice de chocolat* for dessert. Prestigious Bordeaux and Burgundy vintages from the Concorde Cellar wash it all down.–**J.S.**

THE AIRLINE MARKET
FOODSERVICE SALES

	1990 UNITS	1990 SALES ($ MM)	1990 PURCHASES ($ MM)	1990 vs. 1989 % SALES GROWTH Nominal	1990 vs. 1989 % SALES GROWTH Real	1991 SALES ($ MM)	1991 PURCHASES ($ MM)	1991 vs. 1990 % SALES GROWTH Nominal	1991 vs. 1990 % SALES GROWTH Real	1996 SALES ($ MM)	1991-1996 % COMPOUND ANNUAL SALES GROWTH Nominal	1991-1996 % COMPOUND ANNUAL SALES GROWTH Real
Airlines	30	4,356	2,178	9.9	-5.0	4,675	2,338	7.3	3.0	6,987	8.4	4.0

Airline estimates reflect in-flight operations only. Terminal operations included within Separate Eating and Drinking Places.
Note that sales estimates have been adjusted to reflect equivalent consumer expenditures.

24TH ANNUAL RGI

GLOSSARY

POPULATION. Updated from the U.S. Census, this is an estimate of the number of people living in an area at the end of the year. It includes people living in colleges and hospitals, and permanently assigned armed forces, but excludes tourists and transients. Demographics are estimated by population components—independent county estimates of births, deaths, and migration. These components are either added to or subtracted from the appropriate benchmark. Fertility rates, for example, have been projected at current rate of change. Similarly, we have assumed that current mortality rates will continue unmodified.

HOUSEHOLD. A household consists of all the people occupying a single housing unit under 1990 Census rules. The members need not be related, and a single person living alone in a housing unit is also counted as a household.

All persons who are not members of households are regarded as living in group quarters, which includes institutions, college dormitories, and military barracks. Caution: Although a county's population total includes all the people in the area, the household total does not do so because it excludes those living in group quarters.

AVERAGE HOUSEHOLD SIZE. Total population divided by the number of households. It is used as a rough indicator of the relative importance of family-type units or single-person units in a local area.

However, the figure can be artificially high in those relatively few counties where there is a disproportionate share of college, military, or other types of institutional population.

EFFECTIVE BUYING INCOME (EBI). Personal income less personal tax and nontax payments, also known as Disposable Personal Income.

EATING AND DRINKING PLACES. Includes establishments selling prepared foods and drink for consumption on or near the premises or for take-out; lunch counters and refreshment stands selling prepared foods and drinks for immediate food contractors; and leased eating and/or drinking concessions in theaters, hotels, amusement parks, etc. Restaurants and lunch counters operated by department stores are classified in the General Merchandise Group; those operated by hotels are classified in the Hotel Group.

EATING PLACES. Includes retail sales and units of restaurants and lunch rooms, social cafeterias, fast-food sales, contract feeding, and ice cream and frozen custard stands. Excludes drinking place sales and units.

RESTAURANTS. Establishments serving prepared food and beverages selected by the patron from a full menu. Waitservice is provided with seating for at least 15 patrons. These establishments often serve alcoholic beverages.

Establishments in which sales of alcoholic beverages for consumption on the premises exceed receipts from sales of prepared foods and nonalcoholic beverages are classified as "drinking places."

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ILLUSTRATION BY NANCY STAHL

24TH ANNUAL RGI

GLOSSARY

FAST FOOD. Establishments with limited menus. Included in this group are establishments that prepare refreshment items such as pizza, chicken, and hamburgers for consumption either on or near the premises or for carry-out.

MARKET SHARE. Represents the percent of eating places from fast-food units or from restaurants. It is indicative of customer preference of these establishments in that area.

RESTAURANT ACTIVITY INDEX (RAI). The percent of U.S. eating place sales divided by the percent of U.S. food store sales, expressed as an index. An index greater than 100 indicates a greater than average propensity to eat out rather than at home.

Note: According to the Census of Retail Trade, food store sales figures have been revised for certain counties. The areas affected are: Los Angeles, Monterey, and Orange, CA; Adams, Douglas, Mes, and Teller, CO; Butts, DeKalb, Meriwether, and Taylor, GA; Clay, Grayson, Knox, Laurel, McLean, Metcalfe, Muhlenberg, Ohio, Pulaski, and Russell, KY; Wayne, IL; Iron and Menominee, MI; Clearwater, MN; Clay, Panola, Sunflower, and Yalobusha, MS; Pemiscot and Ripley, MO; Douglas, NE; Colfax, NM; Lenior, Northampton, and Pitt, NC; Benton, Hardin, and Hickman TN; Parker and Swisher, TX; Bennington, VT; Goochland, Lee, Louisa, and Scott, VA; and McDowell and Wyoming, WV. These revisions may affect RAI figures for these areas.

RESTAURANT GROWTH INDEX (RGI). The RGI shows the relationship between restaurant supply and demand as an index. When supply equals demand, the index is 100. The amount by which the RGI exceed 100 represents the growth potential. For example, an index of 120 means that the market could support 20% growth. When the market is saturated, the index will drop below 100.

Demand is measured by five factors:

- market's share of U.S. employed women, weighted by a factor of 2;
- market's share of U.S. households with EBI of $35,000-$50,000, weighted by a factor of 1, and market's share of households with EBI of over $50,000, weighted by 2;
- market's share of U.S. eating place sales;
- market's share of U.S. hotel and motel receipts; and
- market's share of U.S. population age 14 and under, and 25 to 44.

These factors added together create the demand portion of the equation. Supply is measured by the percentage of U.S. total eating places in the market. The RGI is created by dividing demand by supply, and multiplying the result by 100, so that the final figure will be in index form.

TELEVISION MARKETS. The TV markets are the American Research Bureau's Areas of Dominant Influence (ADIs). ARBITRON studies each county for its viewing patterns. The hours of viewing attributed to each TV station whose signal reaches the county are totaled; then each station's percentage share of total viewing hours is calculated. The market of origin of the TV stations with the largest share of viewing hours becomes the ADI name for that market, and all counties whose largest viewing share is given to stations of that same market of origin are grouped within the ADI.

METROPOLITAN STATISTICAL AREAS (MSAs). In the RGI, metropolitan markets are identical to the Federal government's definition of MSAs or PMSAs (Primary Metropolitan Statistical Areas), except in New England, where NECMSAs (New England County Metropolitan Statistical Areas) are used.

The basic criteria for metropolitan areas are: Each metropolitan statistical area must include a city that, with contiguous and densely settled territory, constitutes a Census Bureau-defined urbanized area with a population of at least 50,000. If a metropolitan statistical area's largest city has a population of less than 50,000, the area must have a total population of at least 100,000.

FOOTNOTE TO SALES FIGURES

Adjustment of separate eating and drinking place sales figures to be comparable to the approach of current retail trade reports.

After adjustments for differences in what current retail trade reports include in eating place sales, both in what is included in reported sales by segment and the segments themselves, the eating place sales figure in Technomic's forecast and analysis section rises from $157,550,000,000 to $176,707,000,000 an increase of $19,157,000,000 or 12.1%. Components of the adjustment are:

1. Technomic includes only sales of food (meals and snacks) and beverages (including alcoholic beverages). Adjusting for merchandise line items results in a deduction of $ 2,555,000,000.

2. Technomic does not include the contract feeders in eating places as the current retail trade report does, but rather shows sales in the segments they serve. Adjusting for the inclusion of contract feeders adds $21,712,000,000, a figure higher than the census of retail trade.

Adjustments of separate drinking place sales figures to be comparable to current retail trade reports.

1.Technomic includes only sales of food (meals and snacks) and beverages (including alcoholic beverages). Adjusting for merchandise line items results in a deduction of $585,000,000, or 5.0% to $11,119,000,000. The adjusted eating and drinking place sales figure increases from $168,669,000,000 to $188,411,000,000, an increase of $19,742,000,000 or 11.7%.

25TH ANNUAL RGI

1990 METRO AREAS

THIS SECTION OF THE RESTAURANT GROWTH INDEX DESCRIBES THE GEOGRAPHIC MAKE-UP OF THE METROPOLITAN STATISTICAL AREAS AS DEFINED BY THE U.S. CENSUS.

A

Abilene, TX—Taylor
Akron, OH—Portage, Summit
Albany, GA—Dougherty, Lee
Albany-Schenectady-Troy, NY—Albany, Greene, Montgomery, Rensselaer, Saratoga, Schenectady
Albuquerque, NM—Bernalillo
Alexandria, LA—Rapides
Allentown-Bethlehem, PA -
  New Jersey Portion—Warren
  Pennsylvania Portion—Carbon, Lehigh, Northampton
Altoona, PA—Blair
Amarillo, TX—Potter, Randall
Anaheim-Santa Ana, CA—Orange
Anchorage, AK—Anchorage
Anderson, IN—Madison
Anderson, SC—Anderson
Ann Arbor, MI—Washtenaw
Anniston, AL—Calhoun
Appleton-Oshkosh-Neenah, WI—Calumet, Outagamie, Winnebago
Asheville, NC—Buncombe
Ashland, KY (See Huntington-Ashland)
Athens, GA—Clarke, Jackson, Madison, Oconee
Atlanta, GA—Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, DeKalb, Douglas, Fayette, Forsyth, Fulton, Gwinett, Henry, Newton, Paulding, Rockdale, Spalding, Walton
Atlantic City, NJ—Atlantic, Cape May
Attleboro, MA (See New Bedford-Fall River-Attleboro)
Auburn, ME (See Lewiston-Auburn)
Augusta, GA—
  Georgia Portion—Columbia, McDuffie, Richmond
  South Carolina Portion—Aiken
Aurora-Elgin, IL—Kane, Kendall
Austin, TX—Hays, Travis, Williamson

B

Bakersfield, CA—Kern
Baltimore, MD—Anne Arundel, Baltimore, Baltimore City, Carroll, Hartford, Howard, Queen Anne's
Bangor, ME—Penobscot
Baton Rouge, LA—Ascension, East Baton Rouge, Livingston, West Baton Rouge
Battle Creek, MI—Calhoun
Bay City, MI (See Saginaw-Bay City-Midland)
Beaumont-Port Arthur, TX—Hardin, Jefferson, Orange
Beaver County, PA—Beaver
Bellingham, WA—Whatcom
Beloit, WI (See Janesville-Beloit)
Benton Harbor, MI—Berrien
Bergen-Passaic, NJ—Bergen, Passaic
Bethlehem, PA (See Allentown-Bethlehem)
Billings, MT—Yellowstone
Biloxi-Gulfport, MS—Hancock, Harrison
Binghamton, NY—Broome, Tioga
Birmingham, AL—Blount, Jefferson, St. Clair, Shelby, Walker
Bismarck, ND—Burleigh, Morton
Bloomington, IN—Monroe
Bloomington-Normal, IL—McLean
Boca Raton, FL (See West Palm Beach-Boca Raton-Delray Beach)
Boise, ID—Ada
Boston-Lawrence-Salem-Lowell-Brockton, MA—Essex, Middlesex, Norfolk, Plymouth, Suffolk
Boulder-Longmont, CO—Boulder
Bradenton, FL—Manatee
Brazoria, TX—Brazoria
Bremerton, WA—Kitsap
Bridgeport-Stamford-Norwalk-Danbury, CT—Fairfield
Bridgeton, NJ (See Vineland-Millville-Bridgeton)
Bristol, CT (See Hartford-New Britain-Middletown-Bristol)
Bristol, TN—**(See Johnson City-Kingsport-Bristol)**
Brockton, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Brownsville-Harlingen, TX—Cameron
Bryan-College Station, TX—Brazos
Buffalo, NY—Erie
BUFFALO-NIAGARA FALLS CONSOLIDATED AREA—Metro Areas: Buffalo, Niagara Falls, NY
Burlington, NC—Alamance
Burlington, VT—Chittenden, Grande Isle

C

Canton, OH—Carroll, Stark
Casper, WY—Natrona
Cedar Falls, IA (See Waterloo-Cedar Falls)
Cedar Rapids, IA—Linn
Champaign-Urbana-Rantoul, IL—Champaign
Charleston, SC—Berkeley, Charleston, Dorchester
Charleston, WV—Kanawha, Putnam
Charlotte-Gastonia-Rock Hill, NC-SC-
  North Carolina Portion—Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan, Union
  South Carolina Portion—York
Charlottesville, VA—Albemarle, Charlottesville, Fluvanna, Greene
Chattanooga, TN -
  Georgia Portion—Catoosa, Dade, Walker
  Tennessee Portion—Hamilton, Marion, Sequatchie
Cheyenne, WY—Laramie
Chicago, IL—Cooke, DuPage, McHenry
CHICAGO-GARY-LAKE COUNTY CONSOLIDATED AREA—Metro Areas: Aurora-Elgin, Chicago, IL; Gary-Hammond, IN; Joliet, IL; Kenosha, WI; Lake County, IL
Chico, CA—Butte
Cincinnati, OH -
  Indiana Portion—Dearborn
  Kentucky Portion—Boone, Campbell, Kenton
  Ohio Portion-Clermont, Hamilton, Warren
CINCINNATI-HAMILTON CONSOLIDATED AREA-
Metro Areas: Cincinnati, Hamilton-Middletown, OH
Clarksville-Hopkinsville, TN-KY-
  Kentucky Portion—Christian
  Tennessee Portion—Montgomery
Clearwater, FL (See Tampa-St. Petersburg-Clearwater)
Cleveland, OH—Cuyahoga, Geauga Lake, Medina
CLEVELAND-AKRON-LORAIN CONSOLIDATED AREA—Metro Areas: Akron, Cleveland, Lorain-Elyria, OH
College Station, TX (See Bryan-College Station)
Colorado Springs, CO—El Paso
Columbia, MO—Boone
Columbia, SC—Lexington, Richland
Columbus, GA -
  Alabama Portion—Russell
  Georgia Portion—Chattahoochee, Muscogee
Columbus, OH—Delaware, Fairfield, Franklin, Licking, Madison, Pickaway, Union
Corpus Christi, TX—Nueces, San Patricio
Cumberland, MD—
  Maryland Portion—Allegany
  West Virginia Portion—Mineral

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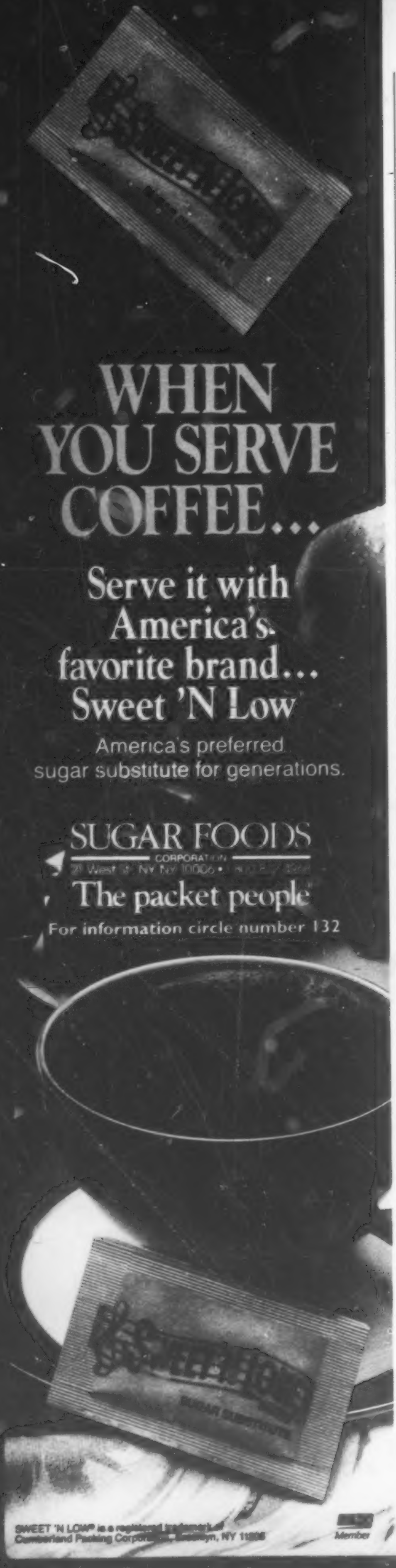
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1990 METRO AREAS

D

- **Dallas, TX**—Collin, Dallas, Denton, Ellis, Kaufman, Rockwall
- **DALLAS-FORT WORTH CONSOLIDATED AREA**—Metro Areas: Dallas, Fort Worth-Arlington,TX
- **Danbury, CT (See Bridgeport-Stamford-Norwalk-Danbury)**
- **Danville, VA**—Danville, Pittsylvania
- **Davenport-Rock Island-Moline, IL-IA-**
  - **Illinois Portion**—McHenry, Rock Island
  - **Iowa Portion**—Scott
- **Dayton-Springfield, OH**—Clarke, Greene, Miami, Montgomery
- **Daytona Beach, FL**—Volusia
- **Decatur, AL**—Morgan
- **Decatur, IL**—Macon
- **Delray Beach, FL (See West Palm Beach-Boca Raton-Delray Beach)**
- **Denison, TX—(See Sherman-Denison)**
- **Denver, CO**—Adams, Arapahoe, Denver, Douglas, Jefferson
- **DENVER-BOULDER CONSOLIDATED AREA**-Metro Areas: Boulder-Longmont, Denver, CO
- **Des Moines, IA**—Dallas, Polk, Warren
- **Detroit, MI**—Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne
- **DETROIT-ANN ARBOR CONSOLIDATED AREA**-Metro Area: Ann Arbor, Detroit, MI
- **Dothan, AL**—Dale, Houston
- **Dubuque, IA**—Dubuque
- **Duluth, MN**—
  - **Minnesota Portion**—St. Louis
  - **Wisconsin Portion**—Douglas
- **Durham, NC (See Raleigh-Durham)**

E

- **East Lansing, MI (See Lansing-East Lansing)**
- **Eau Claire, WI**—Chippewa, Eau Claire
- **Edinburg, TX (See McAllen-Edinburg-Mission)**
- **El Paso, TX**—El Paso
- **Elgin, IL (See Aurora-Elgin)**
- **Elkhart-Goshen, IN**—Elkhart
- **Elmira, NY**—Chemung
- **Elyria, OH (See Lorain-Elyria)**
- **Enid, OK**—Garfield
- **Erie, PA**—Erie
- **Eugene-Springfield, OR**—Lane
- **Evansville, IN -**
  - **Indiana Portion**—Posey, Vanderburgh, Warrick
  - **Kentucky Portion**—Henderson

F

- **Fairfield, CA (See Vallejo-Fairfield-Napa)**
- **Fall River, MA (See New Bedford-Fall River-Attleboro)**
- **Fargo-Moorhead, ND-MN -**
  - **Minnesota Portion**—Clay
  - **North Dakota Portion**—Cass
- **Fayetteville, NC**—Cumberland
- **Fayetteville-Springdale, AR -Washington**
- **Fitchburg, MA (See Worcester-Fitchburg-Leominster)**
- **Flint, MI**—Genesee
- **Florence, AL**—Colbert, Lauderdale
- **Florence, SC**—Florence
- **Fort Collins-Loveland, CO**—Larimer
- **Fort Lauderdale-Hollywood-Pompano Beach, FL**—Broward
- **Fort Myers-Cape Coral, FL**—Lee
- **Fort Pierce, FL**—Martin, St. Lucie
- **Fort Smith, AR-**
  - **Arkansas Portion**—Crawford, Sebastian
  - **Oklahoma Portion**—Sequoyah
- **Fort Walton Beach, FL**—Okaloosa
- **Fort Wayne, IN**—Allen, DeKalb, Whitley
- **Fort Worth-Arlington, TX**—Johnson, Parker, Tarrant
- **Fresno, CA**—Fresno

G

- **Gadsden, AL**—Etowah
- **Gainesville, FL**—Alachua, Bradford
- **Galveston-Texas City, TX**—Galveston
- **Gary-Hammond, IN**—Lake, Porter
- **Gastonia, NC (See Charlotte-Gastonia-Rock Hill)**
- **Glen Falls, NY**—Warren, Washington
- **Goshen, IN (See Elkhart-Goshen)**
- **Grand Forks, ND**—Grand Forks
- **Grand Rapids, MI**—Kent, Ottawa
- **Great Falls, MT**—Cascade
- **Greeley, CO**—Weld
- **Green Bay, WI**—Brown
- **Greensboro-Winston-Salem-High Point, NC**—Davidson, Davie, Forsyth, Guilford, Randolph, stokes, Yadkin
- **Greenville-Spartanburg, SC**—Greenville, Pickens, Spartanburg
- **Gulfport, MS (See Biloxi-Gulfport)**

H

- **Hagerstown, MD**—Washington
- **Hamilton-Middletown, OH**—Butler
- **Hammond, IN (See Gary-Hammond**
- **Harlingen, TX (See Brownsville-Harlingen)**

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1990 METRO AREAS

Harrisburg-Lebanon-Carlisle, PA—Cumberland, Dauphin, Lebanon, Perry
Hartford-New Britain-Middletown-Bristol, CT—Hartford, Middlesex, Tolland
Hickory, NC—Alexander, Burke, Catawba
High Point, NC (See Greensboro-Winston-Salem-High Point)
Hollywood, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Honolulu, HI—Honolulu
Hopkinsville, TN—(See Clarksville-Hopkinsville)
Houma-Thibodaux, LA—Lafourche, Terrelbonne
Houston, TX—Fort Bend, Harris, Liberty, Montgomery, Waller
HOUSTON-GALVESTON-BRAZORIA CONSOLIDATED AREA—Metro Areas: Brazoria, Galveston-Texas City, Houston, TX
Huntington-Ashland, WV-KY -
  Kentucky Portion-Boyd, Carter, Greenup
  Ohio Portion—Lawrence
  West Virginia Portion—Cabell, Wayne
Huntsville, AL—Madison

I-J

Indianapolis, IN—Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan, Shelby
Iowa City, IA—Johnson
Jackson, MI—Jackson
Jackson, MS—Hinds, Madison, Rankin
Jackson, TN—Madison
Jacksonville, NC—Onslow
Jamestown-Dunkirk, NY—Chautauqua
Janesville-Beloit, WI—Rock
Jersey City, NJ—Hudson
Johnson City-Kingsport-Bristol, TN-VA -
  Tennessee Portion—Carter, Hawkins, Sullivan, Unicol, Washington
  Virginia Portion—Bristol, Scott, Washington
Johnstown, PA—Cambria, Somerset
Joliet, IL—Grundy, Will
Joplin, MO—Jasper, Newton

K

Kalamazoo, MI—Kalamazoo
Kankakee, IL—Kankakee
Kansas City, MO-KS -
  Kansas Portion—Johnson, Leavenworth, Miami, Wyandotte
  Missouri Portion—Cass, Clay, Jackson, Lafayette, Platte, Ray
Kennewick, WA (See Richland-Kennewick-Pasco)
Kenosha, WI—Kenosha
Killeen-Temple, TX—Bell, Coryell
Kingsport, TN (See Johnson City-Kingsport-Bristol)
Knoxville, TN—Anderson, Blount, Grainger, Jefferson, Knox, Sevier, Union
Kokomo, IN—Howard, Tipton

L

La Crosse, WI—La Crosse
Lafayette, LA—Lafayette, St. Martin
Lafayette-West Lafayette, In—Tippecanoe
Lake Charles, LA—Calcasieu
Lake County, IL—Lake
Lakeland-Winter Have, FL—Polk
Lancaster, PA—Lancaster
Lansing-East Lansing, MI—Clinton, Eaton, Ingham
Laredo, TX—Webb
Las Cruces, NM—Dona Ana
Las Vegas, NV—Clark
Lawrence, KS—Douglas
Lawrence, MA)See Boston-Lawrence-Salem-Lowell-Brockton)
Lawton, OK—Comanche
Leominster, MA (See Worcester-Fitchburg-Leominster)
Lewiston-Auburn, ME—Androscoggin
Lexington-Fayette, KY—Bourbon, Clark, Fayette, Jessamine, Scott, Woodford
Lima, OH—Allen, Auglaize
Lincoln, NE—Lancaster
Little Rock-North Little Rock, AR—Faulkner, Lonoke, Pulaski, Saline
Lompoc, CA (See Santa Barbara-Santa Maria-Lompoc)
Long Beach, CA (See Los Angeles-Long Beach)
Longmont, CO (See Boulder-Longmont)
Longview-Marshall, TX—Gregg, Harrison
Lorain-Elyria, OH—Lorain
Los Angeles-Long Beach, CA—Los Angels
LOS ANGELES-ANAHEIM-RIVERSIDE CONSOLIDATED AREA -
Metro Areas: Anaheim-Santa Ana, Los Angeles-Long Beach, Oxnard-Ventura, Riverside-San Bernardino, CA
Louisville, KY -
  Indiana Portion—Clark, Floyd, Harrison
  Kentucky Portion—Bullitt, Jefferson, Oldham, Shelby
Loveland, CO (See Fort Collins-Loveland)
Lowell, MA (See Boston-Lawrence-Salem-Lowell-Brockton)

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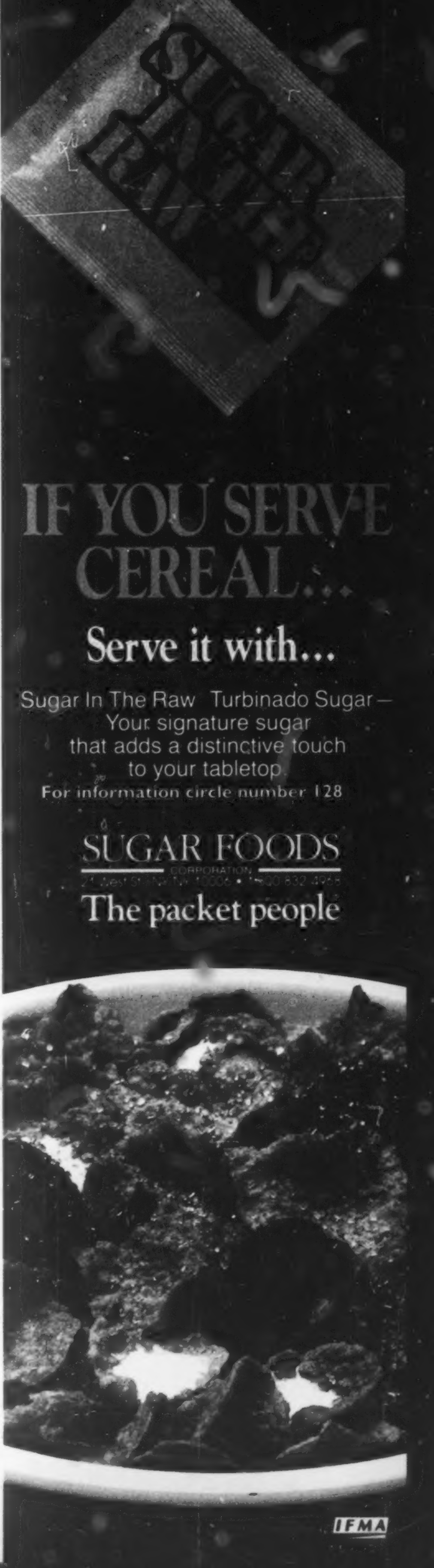

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1990 METRO AREAS

Lubbock, TX—Lubbock
Lynchburg, VA—Amherst, Campbell, Lynchburg

M

Macon-Warner Robins, GA—Bibb, Houston, Jones, Peach
Madison, WI—Dane
Manchester-Nashua, NH—Hillsborough
Mansfield, OH—Richland
Marietta, OH (See Parkersburg-Marietta)
Marshall, TX (See Longview-Marshall
McAllen-Edinburg-Mission—Hidalgo
Medford, OR—Jackson
Melbourne-Titusville-Palm Bay, FL—Brevard
Memphis, TN -
  Arkansas Portion—Crittenden
  Mississippi Portion—DeSota
  Tennessee Portion—Shelby, Tipton
Merced, CA—Merced
Meriden, CT (See New Haven-Waterbury-Meriden
Miami-Hialeah, FL—Dade
MIAMI-FORT LAUDERDALE CONSOLIDATED AREA -
Metro Areas:
Fort Lauderdale-Hollywood-Pompano Beach, Miami-Hialeah, FL
Middlesex-Somerset-Hunterdon, NJ—Hunterdon, Middlesex, Somerset
Middletown, CT (See Hartford-New Britain-Middletown-Bristol)
Middletown, OH (See Hamilton-Middletown)
Midland, MI (See Saginaw-Bay City-Midland)
Midland, TX—Midland
Millville, NJ (See Vineland-Millville-Bridgeton)
Milwaukee, WI—Milwaukee, Ozaukee, Washington, Waukesha
MILWAUKEE-RACINE CONSOLIDATED AREA -
Metro Areas: Milwaukee, Racine, WI
Minneapolis-St. Paul, MN—
  Minnesota Portion—Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington, Wright
  Wisconsin Portion—St.Croix
Mishawaka, IN (See South Bend-Mishawaka)
Mission, TX—(See McAllen-Edinburg-Mission)
Mobile, AL—Baldwin, Mobile
Modesto, CA—Stanislaus
Moline, IL (See Davenport-Rock Island-Moline)
Monmouth-Ocean, NJ—Monmouth,Ocean
Monroe, LA—Ouachita
Monterey, CA (See Salinas-Seaside-Monterey)
Montgomery, AL—Autauga, Elmore, Montgomery
Moorehead, MN (See Fargo-Moorehead)
Muncie, IN—Delaware
Muskegon, MI—Muskegon

N

Napa, Ca (See Vallejo-Fairfield-Napa)
Naples, FL—Collier
Nashua, NH (See Manchester-Nashua)
Nashville, TN—Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson, Wilson
Nassau-Suffolk, NY—Nassau, Suffolk
Neenah, WI (See Appleton-Oshkosh-Neenah)
New Bedford-Fall River-Attleboro, MA—Bristol
New Britain, CT (See Hartford-New Britain-Middletown, Bristol)
New Haven-Waterbury-Meriden, CT—New Haven
New London-Norwich, CT—New London
New Orleans, LA—Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist, St. Tammany
New York, NY—Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland, Westchester
NEW YORK-NORTHERN NEW JERSEY-LONG ISLAND CONSOLIDATED AREA -
Metro Areas: Bergen-Passaic, NJ; Bridgeport-Stamford-Norwalk-Danbury, CT; Jersey City, Middlesex-Somerset-Hunterdon, Monmouth-Ocean, NJ; Nassau-Suffolk, New York, NY; Newark, NJ;Orange County, NY
Newark, NJ—Essex, Morris, Sussex, Union
Newport News, VA (See Norfolk-Virginia Beach-Newport News)
Niagara Falls, NY—Niagara
Norfolk-Virginia Beach-Newport News, VA—
Chesapeake, Gloucester, Hampton, James City, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach, Williamsburg, York
Normal, IL (See Bloomington-Normal)
North Little Rock, AR (See Little Rock-North Little Rock)

24TH ANNUAL R&I

1990 METRO AREAS

Norwalk, CT (See Bridgeport-Stamford-Norwalk-Danbury)
Norwich, CT (See New London-Norwich)

O

Oakland, CA—Alameda, Contra Costa
Ocala, FL—Marion
Odessa, TX—Ector
Ogden, UT (See Salt Lake City-Ogden)
Oklahoma City, OK—Canadian, Cleveland, Logan, McClain, Oklahoma, Pottawattomie
Olympia, WA—Thurston
Omaha, NE -
  Iowa Portion—Pottawatamie
  Nebraska Portion—Douglas, Sarpy, Washington
Orange County, NY—Orange
Orem, UT (See Provo-Orem)
Orlando, FL—Orange, Osceola, Seminole
Oshkosh, WI (See Appleton-Oshkosh-Neenah)
Owensboro, KY—Daviess
Oxnard-Ventura, CA—Ventura

P

Palm Bay, FL (See Melbourne-Titusville-Palm Bay)
Panama City, FL—Bay
Parkersburg-Marietta, WV-OH
  OH Portion—Washington
  West Virginia Portion—Wood
Pascagoula, MS—Jackson
Pasco, WA (See Richland-Kennewick-Pasco)
Passaic, NJ—(See Bergen-Passaic)
Pawtucket, RI (See Providence-Pawtucket-Woonsocket)
Pensacola, FL—Escambia, Santa Rosa
Peoria, IL—Peoria, Tazewell, Woodford
Petersburg, VA (See Richmond-Petersburg)
Philadelphia, PA—
  New Jersey Portion—Burlington, Camden, Gloucester
  Pennsylvania Portion—Bucks, Chester, Delaware, Montgomery, Philadelphia
PHILADELPHIA-WILMINGTON-TRENTON CONSOLIDATED AREA -
Metro Areas: Philadelphia, PA; Trenton, Vineland-Millville-Bridgeton, NJ; Wilmington, DE
Phoenix, AZ—Maricopa
Pine Bluff, AR—Jefferson
Pittsburgh, PA—Allegheny, Fayette, Washington, Westmoreland
PITTSBURGH-BEAVER VALLEY CONSOLIDATED AREA -
Metro Areas: Beaver County, Pittsburgh, PA
Pittsfield, MA—Berkshire
Pompano Beach, FL (See Fort Lauderdale-Hollywood-Pompano Beach)
Port Arthur, TX (See Beaumont-Port Arthur)
Portland, ME—Cumberland
Portland, OR—Clackamas, Multnomah, Washington, Yamhill
PORTLAND-VANCOUVER CONSOLIDATED AREA -
Metro Areas: Portland, OR; Vancouver, WA
Portsmouth-Dover-Rochester, NH—Rockingham, Strafford
Poughkeepsie, NY—Dutchess
Providence-Pawtucket-Woonsocket, RI—Bristol, Kent, Providence, Washington
Provo-Orem, UT—Utah
Pueblo, CO—Pueblo

R

Racine, WI—Racine
Raleigh-Durham, NC—Durham, Franklin, Orange, Wake
Rantoul, IL (See Champaign-Urbana-Rantoul)
Rapid City, SD—Pennington
Reading, PA—Berks
Redding, CA—Shasta
Reno, NC—Wahoe
Richland-Kennewick-Pasco, WA—Benton, Franklin
Richmond-Petersburg, VA—Charles City, Chesterfield, Colonial Heights City, Dinwiddie, Goochland, Hanover, Henrico, Hopewell City, New Kent, Petersburg City, Pawhattan, Prince George, Richmond City
Riverside-San Bernardino, CA—Riverside, San Bernardino
Roanoke, VA—Botetourt, Roanoke, Roanoke City, Salem City
Rochester, MN—Olmsted
Rochester, NY—Livingston, Monroe, Ontario, Orleans, Wayne
Rockford, IL—Boone, Winnebago
Rock Hill, SC (See Charlotte-Gastonia-Rock Hill)
Rock Island, IL (See Davenport-Rock Island-Moline)
Rome, NY (See Utica-Rome)

continued on page138

TEAR HERE
McILHENNY CO.
TABASCO
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PEPPER SAUCE
MADE OF VINEGAR RED PEPPER AND SALT
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Serve them with...

World famous Tabasco Brand Pepper Sauce— preferred 10 to 1 over any other. Now in packets.

For information circle number 124

SUGAR FOODS
CORPORATION
[illegible]
The packet people

Souper Season Kickoff Promotion

IN Trivial PURSUIT OF FOOTBALL'S BEST.

Warm up for the Souper Season promotion with some football trivia.

1. When was the first Super Bowl?
2. How many Super Bowls did "Broadway Joe" Namath play in?

Enter Chef Francisco's Souper Season promotion and you could win a fabulous trip for two to Super Bowl XXVI in Minneapolis on January 26, 1992 or the Pro Bowl in Honolulu on February 2, 1992. You'll also receive terrific discounts on Chef Francisco soups and chilis. All Chef soups qualify, including Quick Cuisine,™ Chef Light,™ Masterpiece™ Cream Soups, Chef chilis and Chef Francisco packed distributor group label soups. Order your free Chef Francisco merchandising material today to be automatically registered in our Souper Season sweepstakes. Then it's up to you. Hold your promotion any six weeks between September 23 and December 20, 1991. The stronger your promotion, the more soup you'll sell and the more discounts you'll receive. Good Luck!

THIS CHEF FRANCISCO SHAPE IS THE SIGN OF GREAT SOUP

Trivia Answers: 1. January 15, 1967. Green Bay beat Kansas City 35-10 at the Los Angeles Coliseum. 2. Just one. Super Bowl III in 1969.

CHEF FRANCISCO.
The Art of Frozen Food™

24TH ANNUAL RGI

1990 METRO AREAS

S

Sacramento, CA—El Dorado, Placer, Sacramento, Yolo
Saginaw-Bay City-Midland, MI—Bay, Midland, Saginaw
St. Cloud, MN—Benton, Sherburne, Stearns
St. Joseph, MO—Buchanan
St. Louis, MO-IL -
  Illinois Portion—Clinton, Jersey, Madison, Monroe, St. Clair
  Missouri Portion—Franklin, Jefferson, St. Charles, St. Louis, St Louis City
St. Paul, MN (See Minneapolis-St. Paul)
St. Petersburg, FL (See Tampa-St. Petersburg-Clearwater)
Salem, MA (See Boston-Lawrence-Salem-Lowell-Brockton)
Salem, OR—Marion, Polk
Salinas-Seaside-Monterey, CA—Monterey
Salt Lake City-Ogden, UT—David, Salt Lake, Weber
San Angelo, TX—Tom Green
San Antonio, TX—Bexar, Comal, Guadalupe
San Bernardino, CA (See Riverside-San Bernardino)
San Diego, CA—San Diego
San Francisco, CA—Marin, San Francisco, San Mateo
SAN FRANCISCO-OAKLAND-SAN JOSE CONSOLIDATED AREA -
Metro Areas: Oakland, San Francisco, San Jose, Santa Cruz, Santa Rosa-Petaluma, Vallejo-Fairfield-Napa, CA
San Jose, CA—Santa Clara
Santa Ana, CA (See Anaheim-Santa Ana)
Santa Barbara-Santa Maria-Lompoc, CA—Santa Barbara
Santa Cruz, CA—Santa Cruz
Santa Fe, NM—Los Alamos, Santa Fe
Santa Maria, CA (See Santa Barbara-Santa Maria-Lompoc)
Santa Rosa-Petaluma, CA—Sonoma
Sarasota, FL—Sarasota
Savannah, GA—Chatham, Ellingham
Schenectady, NY (See Albany-Schenectady-Troy)
Scranton-Wilkes-Barre, PA—Columbia, Lackawanna, Luzerne, Monroe, Wyoming
Seaside, CA (See Salinas-Seaside-Monterey)
Seattle, WA—King, Snohomish
SEATTLE-TACOMA CONSOLIDATED AREA -
Metro Areas: Seattle, Tacoma, WA
Sharon, PA—Mercer
Sheboygan, WI—Sheboygan
Sherman-Denison, TX—Grayson
Shreveport, LA—Bossier, Caddo
Sioux City, IA -
  Iowa Portion—Woodbury
  Nebraska Portion—Dakota
Sioux Falls, SD-Minnehaha
South Bend-Mishawaka, IN—St. Joseph
Spartanburg, SC (See Greenville-Spartanburg)
Spokane, WA—Spokane
Springdale, AR (See Fayetteville-Springdale)
Springfield, IL—Menard, Sangamon
Springfield, MA—Hampden, Hampshire
Springfield, OH (See Dayton-Springfield)
Springfield, OR (See Eugene-Springfield)
Stamford, CT (See Bridgeport-Stamford-Norwalk-Danbury)
State College, PA—Centre
Steubenville-Weirton, OH-WV -
  Ohio Portion—Jefferson
  West Virginia Portion-Brooke, Hancock
Stockton, CA—San Joaquin
Syracuse, NY—Madison, Onondaga, Oswego

T

Tacoma, WA—Pierce
Tallahassee, FL—Gadsden, Leon
Tampa-St. Petersburg-Clearwater, FL—Hernando, Hillsborough, Pasco, Pinellas
Temple, TX (See Killeen-Temple)
Terre Haute, IN—Clay, Vigo
Texarkana, TX-AR -
  Arkansas Portion—Miller
  Texas Portion—Bowie
Texas City, TX (See Galveston-Texas City)
Titusville, FL (See Melbourne-Titusville-Palm Bay)
Toledo, OH—Fulton, Lucas, Wood
Topeka, KS—Shawnee
Trenton, NJ—Mercer
Troy, NY—(See Albany-Schenectady-Troy)
Tucson, AZ—Pima
Tulsa, OK—Creek, Osage, Rogers, Tulsa, Wagoner
Tuscaloosa, AL—Tuscaloosa
Tyler, TX—Smith

U-V

Urbana, IL (See Champaign-Urbana-Rantoul)
Utica-Rome, NY—Herkimer, Oneida
Vallejo-Fairfield-Napa, CA—Napa, Solano

continued on page 142

Our Reputation Is Fresh Out of a Can.

EASTERN SHORE
SEA CLAM JUICE
EASTERN SHORE
CHOPPED SEA CLAMS

For over 25 years we have maintained a reputation for consistently superior clam products. Harvested from the icey blue waters of the Atlantic by our own fleet, the clams are then rushed to our new, state-of-the-art processing plant where shucking, canning, packing and computerized order processing are all under one roof.

It's easy to understand how we maintained our reputation for fine quality, it's sealed in every can.

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SEAFOOD PRODUCTS, INC.
U.S. 13, Mappsville, VA 23407
800-446-8550
804-824-5651

For information circle number 40

GET A SLICE OF THE ACTION.

It's the industry's first combination pizza oven/merchandiser! Compact Pizza Server features thermostatically controlled oven, three-tier rotating display and stainless steel/tempered glass construction. To find out more, call 800-558-8722 (In WI 414-251-7100).

Server Products

For information circle number 146

See us at NAFEM Booth #5813-5817

Vancouver, WA—Clark
Ventura, CA (See Oxnard-Ventura)
Victoria, TX—Victoria
Vineland-Millville-Bridgeton, NJ—Cumberland
Virginia Beach, VA (See Norfolk-Virginia Beach-Newport News)
Visalia-Tulare-Porterville, CA—Tulare

W-Y

Waco, TX—McLennan
Warren, OH (See Youngstown-Warren)
Washington, DC - District of Columbia
  Portion—District of Columbia
  Maryland Portion—Calvert, Charles, Frederick, Montgomery, Prince George's
  Virginia Portion—Alexandria City, Arlington, Fairfax, Fairfax City, Falls Church City, Loudoun, Manassas City, Manassas Park City, Prince William, Stafford
Waterbury, CT (See New Haven-Waterbury-Meriden)
Waterloo-Cedar Falls, IA—Black Hawk, Bremer
Wausau, WI—Marathon
Weirton, OH (See Steubenville-Weirton)
West Palm Beach-Boca Raton-Delray Beach, FL—Palm Beach
Wheeling, WV -
  Ohio Portion—Belmont
  West Virginia Portion—Marshall
Wichita, KS—Butler, Sedgwick
Wichita Falls, TX—Wichita
Wilkes-Barre, PA (See Scranton-Wilkes-Barre)
Williamsport, PA—Lycoming
Wilmington, DE -
  Delaware Portion—New Castle
  Maryland Portion—Cecil
  New Jersey Portion—Salem
Wilmington, NC—New Hanover
Winston-Salem, NC (See Greensboro-Winston-Salem-High Point)
Winter haven, FL (See Lakeland-Winter Haven)
Woonsocket, RI (See Providence-Pawtucket-Woonsocket)
Worcester-Fitchburg-Leominster, MA—Worcester
Yakima, WA—Yakima
York, PA—Adams, York
Youngstown-Warren, OH—Mahoning, Trumbull
Yuba City, CA—Sutter, Yuba
Yuma, AZ—Yuma

24TH ANNUAL RGI

1990
REGIONAL SUMMARY

REGION State	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Connecticut	3,301.1	1.3162	2.67	18,244	2,660,254	2,516,751	4,623	771,783	31	1,399,919	56	97	104
Maine	1,238.3	.4937	2.64	12,946	951,016	915,561	1,907	329,556	36	522,986	57	81	78
Massachusetts	6,042.2	2.4090	2.68	16,647	6,092,683	5,681,950	8,681	1,600,160	28	3,337,061	59	119	104
New Hampshire	1,127.2	.4495	2.70	15,913	1,037,925	1,018,515	1,688	308,805	30	623,621	61	86	96
Rhode Island	1,008.9	.4023	2.66	14,447	858,038	782,037	1,484	260,332	33	446,694	57	110	85
Vermont	568.0	.2264	2.67	12,761	459,231	425,923	959	115,430	27	271,209	64	87	78
NEW ENGLAND	**13,285.7**	**5.2971**	**2.67**	**16,303**	**12,059,147**	**11,340,737**	**19,342**	**3,386,066**	**30**	**6,601,490**	**58**	**104**	**98**
New Jersey	7,768.8	3.0974	2.77	18,738	5,656,450	5,086,683	9,744	1,563,496	31	2,722,454	54	82	133
New York	18,065.5	7.2029	2.71	15,890	13,098,126	12,244,028	24,059	3,346,733	27	6,659,498	54	98	99
Pennsylvania	11,912.4	4.7495	2.64	13,993	7,675,185	7,002,110	14,289	2,512,664	36	3,598,772	51	86	98
MIDDLE ATLANTIC	**37,746.7**	**15.0498**	**2.70**	**15,877**	**26,429,761**	**24,332,821**	**48,092**	**7,422,893**	**31**	**12,980,724**	**53**	**91**	**106**
Illinois	11,449.1	4.5648	2.72	15,048	8,189,410	7,573,645	14,402	2,993,086	40	3,669,148	48	111	103
Indiana	5,556.7	2.2155	2.68	12,273	3,478,268	3.250,516	7,190	1,699,168	52	1,238,685	38	107	86
Michigan	9,323.1	3.7172	2.72	13,489	6,259,184	5,725,152	11,212	2,367,694	41	2,799,790	49	107	95
Ohio	10,864.4	4.3317	2.65	13,149	7,184,239	6,631,868	13,531	3,085,356	47	2,912,958	44	99	92
Wisconsin	4,912.1	1.9584	2.68	13,561	3,656,134	3,153,359	6,652	1,168,560	37	1,750,533	5[illegible]	103	89
EAST NORTH CENTRAL	**42,105.4**	**16.7876**	**2.69**	**13,673**	**28,767,235**	**26,334,540**	**52,987**	**11,313,864**	**43**	**12,371,114**	**47**	**105**	**94**
Iowa	2,770.3	1.1046	2.61	12,709	1,691,466	1,515,158	3,840	666,101	44	725,255	48	79	78
Kansas	2,491.1	.9932	2.62	13,965	1,566,326	1,497,850	3,510	762,881	51	561,275	37	92	82
Minnesota	4,412.0	1.7591	2.66	13,814	3,110,824	2,829,274	5,332	1,036,446	37	1,505,123	53	100	105
Missouri	5,145.1	2.0513	2.61	13,233	3,531,629	3,346,325	6,701	1,619,153	46	1,316,503	39	102	93
Nebraska	1,579.4	.6297	2.62	13,109	1,034,273	906,372	2,239	408,206	45	425,115	47	93	82
North Dakota	636.2	.2537	2.65	12,229	403,287	334,277	907	164,942	49	160,446	48	87	77
South Dakota	697.4	.2780	2.69	11,886	420,738	365,099	1,069	139,666	38	205,133	56	84	70
WEST NORTH CENTRAL	**17,731.5**	**7.0696**	**2.63**	**13,298**	**11,758,543**	**10,794,355**	**23,598**	**4,797,395**	**44**	**4,898,850**	**45**	**94**	**89**
Delaware	673.2	.2684	2.69	14,351	540,398	509,240	902	211,251	41	242,512	48	100	99
District of Columbia	604.2	.2409	2.43	17,653	910,465	858,857	1,308	207,696	24	458,632	53	287	132
Florida	13,218.8	5.2704	2.52	13,958	11,008,331	10,385,575	16,797	3,746,911	36	5,657,130	54	109	104
Georgia	6,586.6	2.6261	2.74	12,692	4,682,582	4,472,068	8,032	2,264,958	51	1,686,658	38	105	103
Maryland	4,843.7	1.9312	2.73	16.499	3,526,714	3,310,089	5,681	1,355,135	41	1,490,327	45	100	118
North Carolina	6,693.1	2.6685	2.63	12,052	4,514,364	4,428,307	8,468	2,258,056	51	1,681,198	38	102	90
South Carolina	3,521.1	1.4039	2.77	11,307	2,312,904	2,246,666	4,133	1,097,015	49	901,240	40	93	97
Virginia	6,265.1	2.4980	2.70	14,763	4,391,571	4,337,799	7,457	1,886,593	43	1,936,196	45	94	113
West Virginia	1,780.3	.7099	2.60	10,546	827,435	794,530	1,950	487,716	61	242,535	31	70	80
SOUTH ATLANTIC	**44,186.1**	**17.6173**	**2.64**	**13,581**	**32,714,764**	**31,343,131**	**54,728**	**13,515,331**	**43**	**14,296,428**	**46**	**103**	**104**
Alabama	4,056.1	1.6172	2.68	11,051	2,192,980	2,128,969	4,074	1,283,481	60	644,700	30	91	98
Kentucky	3,687.3	1.4701	2.67	11,182	2,229,881	2,146,574	3,796	1,214,002	57	754,561	35	95	97
Mississippi	2,575.3	1.0268	2.82	9,838	1,055,747	1,032,098	2,513	620,974	60	307,462	30	73	92
Tennessee	4,906.3	1.9562	2.63	12,075	2,911,814	2,851,687	5,581	1,478,429	52	1,118,221	39	106	102
EAST SOUTH CENTRAL	**15,225.0**	**6.0703**	**2.68**	**11,208**	**8,390,422**	**8,159,328**	**15,964**	**4,596,886**	**56**	**2,824,944**	**35**	**94**	**98**
Arkansas	2,358.0	.9402	2.64	10,915	1,113,276	1,092,295	2,747	608,204	56	382,482	35	68	82
Louisiana	4,206.7	1.6773	2.82	11,093	2,552,303	2,419,966	4,238	1,146,329	47	921,842	38	69	105
Oklahoma	3,143.0	1.2531	2.61	10,915	1,884,118	1,828,571	4,433	900,124	49	638,894	35	83	68
Texas	17,167.6	6.8448	2.80	12,474	11,369,928	10,690,362	20,435	4,859,880	45	4,272,536	40	84	97
WEST SOUTH CENTRAL	**26,875.3**	**10.7154**	**2.76**	**11,939**	**16,919,625**	**16,031,194**	**31,853**	**7,514,537**	**47**	**6,215,754**	**39**	**80**	**93**
Arizona	3,740.0	1.4911	2.68	12,264	2,610,945	2,422,515	4,545	983,371	41	1,179,024	49	87	100
Colorado	3,321.1	1.3241	2.57	13,983	2,731,682	2,528,489	5,162	898,500	36	1,319,462	52	108	88
Idaho	1,009.4	.4024	2.79	11,566	548,525	496,235	1,340	224,945	45	239,262	48	77	80
Montana	797.2	.3179	2.61	11,208	575,539	460,652	1,371	177,120	38	254,165	55	79	64
Nevada	1,244.1	.4960	2.58	13,684	991,745	860,595	1,401	359,514	42	381,109	44	91	374
New Mexico	1,534.8	.6119	2.79	10,667	994,803	927,736	2,019	421,211	45	418,633	45	101	80
Utah	1,738.8	.6933	3.20	10,233	939,824	910,775	1,937	456,006	50	365,652	40	82	95
Wyoming	448.6	.1789	2.68	12,008	287,737	252,932	726	100,556	40	143,192	57	94	82
MOUNTAIN	**13,834.0**	**5.5156**	**2.71**	**12,252**	**9,680,800**	**8,859,929**	**18,501**	**3,621,223**	**41**	**4,300,499**	**49**	**92**	**110**
Alaska	554.5	.2211	2.91	15,499	625,121	534,690	731	187,700	35	228,923	43	95	114
California	30,353.0	12.1019	2.87	15,741	26,289,994	24,895,651	39,401	9,388,890	38	13,180,392	53	122	105
Hawaii	1,120.1	.4466	3.11	15,274	1,913,386	1,807,401	1,766	600,024	33	945,751	52	180	155
Oregon	2,863.5	1.1417	2.58	12,517	2,403,182	2,204,222	4,235	855,481	39	1,165,353	53	110	79
Washington	4,931.2	1.9660	2.60	14,507	4,155,215	3,862,876	6,582	1,398,579	36	2,163,347	56	103	96
PACIFIC	**39,822.3**	**15.8773**	**2.81**	**15,340**	**35,386,898**	**33,304,840**	**52,715**	**12,430,674**	**37**	**17,683,766**	**53**	**120**	**104**
United States Total	**250,812.0**	**100.0000**	**2.70**	**13,952**	**182,107,195**	**170,500,875**	**317,780**	**68,598,869**	**40**	**82,173,569**	**48**	**100**	**100**

24TH ANNUAL RGI

1990 METRO REPORT

THIS SECTION OF THE RESTAURANT GROWTH INDEX PROVIDES SALES, UNIT COUNTS, MARKET SHARE, AND RAI AND RGI INDICES FOR THE 320 METROPOLITAN STATISTICAL AREAS.

	12/31/90			1990									
					Eating Place		Fast Food		Restaurant				
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
ALABAMA													
Anniston	116.2	.0464	2.70	10,505	72,927	70,287	113	42,633	61	20,905	30	151	99
Birmingham	911.0	.3632	2.63	12,207	586,523	572,827	986	313,432	55	189,092	33	108	103
Decatur	101.1	.0403	2.65	10,834	62,093	60,079	109	42,010	70	14,504	24	113	90
Dothan	131.9	.0526	2.70	10,584	99,364	96,093	160	58,286	61	28,579	30	115	85
Florence	131.1	.0523	2.58	11,218	71,592	69,685	160	42,268	61	20,725	30	80	78
Gadsden	99.7	.0397	2.58	9,770	51,400	50,166	106	30,428	61	14,920	30	81	80
Huntsville	242.7	.0968	2.62	15,489	188,452	180,604	297	109,546	61	53,716	30	118	120
Mobile	479.4	.1911	2.74	11,589	300,902	284,705	522	152,251	53	104,984	37	95	96
Montgomery	294.6	.1175	2.77	11,764	200,670	195,133	305	118,359	61	58,036	30	130	112
Tuscaloosa	151.6	.0604	2.72	10,411	94,197	91,022	171	55,212	61	27,072	30	111	89
Non-Metro Portion of State	1,349.8	.5382	2.70	9,440	443,608	437,749	1,101	306,794	70	105,848	24	57	93
State Total	**4,056.1**	**1.6172**	**2.68**	**11,051**	**2,192,980**	**2,128,969**	**4,074**	**1,283,481**	**60**	**644,700**	**30**	**91**	**98**
ALASKA													
Anchorage	226.8	.0904	2.74	16,782	385,747	352,719	349	112,519	32	139,020	39	151	121
Non-Metro Portion of State	327.7	.1307	3.05	14,610	239,374	181,971	382	75,181	41	89,903	49	55	107
State Total	**554.5**	**.2211**	**2.91**	**15,499**	**625,121**	**534,690**	**731**	**187,700**	**35**	**228,923**	**43**	**95**	**114**
ARIZONA													
Phoenix	2,169.7	.8651	2.63	13,909	1,723,990	1,606,303	2,649	645,618	40	764,307	48	92	115
Tucson	677.9	.2703	2.55	11,334	461,572	425,178	822	182,654	43	203,013	48	95	87
Yuma	108.9	.0434	2.98	8,327	52,846	48,315	112	19,163	40	26,154	54	73	73
Non-Metro Portion of State	783.5	.3123	2.91	9,063	372,537	342,719	962	135,936	40	185,550	54	65	72
State Total	**3,740.0**	**1.4911**	**2.68**	**12,264**	**2,610,945**	**2,422,515**	**4,545**	**983,371**	**41**	**1,179,024**	**49**	**87**	**100**
ARKANSAS													
Fayetteville - Springdale	114.6	.0457	2.61	11,747	64,810	63,092	153	34,191	54	21,690	34	68	82
Fort Smith	177.3	.0707	2.63	10,789	122,290	120,791	247	64,745	54	41,085	34	84	73
Little Rock - North Little Rock	516.1	.2058	2.63	13,399	346,611	339,725	644	172,233	51	125,265	37	99	100
Pine Bluff	85.4	.0341	2.85	9,956	41,411	39,946	95	21,646	54	13,732	34	73	85
Texarkana	120.4	.0480	2.68	10,824	66,094	65,637	135	30,283	46	25,722	39	86	80
Non-Metro Portion of State	1,410.1	.5623	2.62	9,977	504,866	496,147	1,544	289,463	58	166,324	34	54	74
State Total	**2,358.0**	**.9402**	**2.64**	**10,915**	**1,113,276**	**1,092,295**	**2,747**	**606,204**	**56**	**382,482**	**35**	**68**	**82**
CALIFORNIA													
Anaheim - Santa Ana	2,451.1	.9773	2.91	17,931	2,805,364	2,657,310	3,519	1,006,703	38	1,387,626	52	150	114
Bakersfield	558.9	.2228	2.99	12,976	329,483	309,384	582	160,305	52	135,386	44	88	101
Chico	185.3	.0739	2.54	11,473	124,434	114,471	227	43,541	38	60,412	53	95	70
Fresno	682.9	.2723	3.02	12,681	454,287	427,293	768	202,509	47	196,214	46	93	93
Los Angeles - Long Beach	8,967.9	3.5756	2.96	15,415	8,036,686	7,652,508	11,139	2,755,377	36	4,050,288	53	131	112
Merced	181.8	.0724	3.22	10,100	72,516	68,685	160	26,126	38	36,248	53	69	93
Modesto	384.4	.1532	2.95	12,166	240,313	229,874	394	87,440	36	121,316	53	90	93
Oakland	2,111.7	.8420	2.67	18,166	1,751,688	1,668,581	2,798	648,014	39	862,028	52	111	107
Oxnard - Ventura	680.7	.2714	3.08	16,387	529,237	510,404	779	215,240	42	261,233	51	115	112
Redding	151.6	.0605	2.63	12,219	95,153	87,554	229	33,303	38	46,206	53	70	67
Riverside - San Bernardino	2,724.0	1.0861	2.98	13,415	1,681,303	1,612,402	2,520	774,080	48	745,339	46	100	108
Sacramento	1,523.3	.6073	2.66	15,782	1,235,367	1,159,866	2,115	501,504	43	578,104	50	107	95
Salinas - Seaside - Monterey	363.1	.1448	3.14	14,113	326,116	307,850	504	101,917	33	197,771	64	156	104

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	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
San Diego	2,562.9	1.0218	2.81	16,067	2,197,424	2,077,818	3,185	803,810	39	1,103,410	53	129	112
San Francisco	1,611.7	.6426	2.50	20,998	2,446,882	2,281,121	3,450	579,199	25	1,382,897	61	182	105
San Jose	1,512.9	.6032	2.88	19,573	1,416,321	1,350,879	2,054	515,246	38	698,752	52	135	127
Santa Barbara - Santa Maria - Lompoc	373.5	.1489	2.85	15,910	349,571	334,524	578	110,283	33	207,843	62	107	89
Santa Cruz	233.1	.0929	2.75	16,795	216,282	194,438	394	73,960	38	102,614	53	95	75
Santa Rosa - Petaluma	397.7	.1586	2.60	16,678	309,062	287,809	543	102,897	36	154,413	54	90	92
Stockton	490.6	.1956	3.04	12,200	316,491	302,281	533	145,886	48	143,181	47	108	90
Vallejo - Fairfield - Napa	467.0	.1862	2.91	14,200	314,714	294,359	499	136,352	46	150,391	51	103	104
Visalia - Tulare - Porterville	318.7	.1271	3.19	9,882	131,767	125,096	341	47,583	38	66,019	53	59	78
Yuba City	124.4	.0497	2.85	11,500	57,251	53,025	127	20,170	38	27,983	53	56	88
Non-Metro Portion of State	1,293.8	.5157	2.78	12,093	852,282	788,119	1,963	297,445	38	464,718	59	87	69
State Total	**30,353.0**	**12.1019**	**2.87**	**15,741**	**26,289,994**	**24,895,651**	**39,401**	**9,388,890**	**38**	**13,180,392**	**53**	**122**	**105**
COLORADO													
Boulder - Longmont	227.3	.0906	2.55	14,331	205,668	194,518	393	69,821	36	101,433	52	104	78
Colorado Springs	405.0	.1615	2.70	12,553	277,095	254,157	564	111,316	44	115,613	45	118	85
Denver	1,633.3	.6512	2.50	16,128	1,413,708	1,305,119	2,336	447,634	34	673,033	52	106	105
Fort Collins - Loveland	190.7	.0761	2.64	11,887	139,419	129,698	271	46,554	36	67,631	52	101	78
Greeley	132.3	.0528	2.77	10,555	65,435	59,148	133	21,231	36	30,842	52	74	90
Pueblo	123.1	.0491	2.61	10,373	82,136	73,089	169	26,234	36	38,111	52	86	72
Non-Metro Portion of State	609.4	.2428	2.61	11,184	548,221	512,760	1,296	175,710	34	292,799	57	122	67
State Total	**3,321.1**	**1.3241**	**2.57**	**13,983**	**2,731,682**	**2,528,489**	**5,162**	**898,500**	**36**	**1,319,462**	**52**	**108**	**88**
CONNECTICUT													
Bridgeport - Stamford - Norwalk - Danbury	827.1	.3298	2.71	22,365	682,682	651,299	1,201	172,564	26	375,431	58	87	106
Hartford - New Britain - Middletown - Bristol	1,130.7	.4508	2.65	17,323	970,796	921,448	1,567	285,758	31	496,587	54	115	112
New Haven - Waterbury - Meriden	807.9	.3221	2.64	16,798	624,079	585,252	1,109	189,264	32	328,628	56	89	99
New London - Norwich	256.2	.1022	2.73	15,285	209,761	195,551	359	67,333	34	108,037	55	104	99
Non-Metro Portion of State	279.2	.1113	2.66	16,667	172,936	163,201	387	56,864	35	91,236	56	78	89
State Total	**3,301.1**	**1.3162**	**2.67**	**18,244**	**2,660,254**	**2,516,751**	**4,623**	**771,783**	**31**	**1,399,919**	**56**	**97**	**104**
DELAWARE													
Wilmington	584.4	.2330	2.72	15,448	409,147	379,335	650	155,350	41	184,209	49	90	124
Non-Metro Portion of State	226.8	.0904	2.69	11,910	195,777	187,810	374	78,700	42	90,043	48	122	66
State Total	**673.2**	**.2684**	**2.69**	**14,351**	**540,398**	**509,240**	**902**	**211,251**	**41**	**242,512**	**48**	**100**	**99**
DISTRICT OF COLUMBIA													
Washington	3,988.4	1.5900	2.69	19,862	3,664,904	3,569,072	5,252	1,210,868	34	1,792,144	50	124	135
State Total	**604.2**	**.2409**	**2.43**	**17,653**	**910,465**	**858,857**	**1,308**	**207,696**	**24**	**458,632**	**53**	**287**	**132**
FLORIDA													
Bradenton	215.6	.0859	2.32	14,196	167,520	159,607	234	58,527	37	86,178	54	98	91
Daytona Beach	379.8	.1514	2.41	13,245	320,017	293,830	507	120,089	41	149,900	51	98	95
Fort Lauderdale - Hollywood - Pompano Beach	1,278.4	.5098	2.38	16,972	1,272,569	1,171,983	1,926	355,179	30	723,316	62	116	94
Fort Myers - Cape Coral	345.2	.1376	2.39	15,093	324,702	312,640	492	88,729	28	199,422	64	115	85
Fort Pierce	258.9	.1032	2.48	13,460	182,568	176,073	297	64,567	37	95,066	54	91	80
Fort Walton Beach	146.9	.0586	2.70	12,934	146,378	139,130	234	51,017	37	75,121	54	155	81

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STATE Metro Name	12/31/90 Population (Thous.)	% Of U.S.	Average Household Size	1990 Per Capita EBI	Eating & Drinking Place Sales ($000)	Eating Place Sales ($000)	Units	Fast Food Sales ($000)	Market Share (%)	Restaurant Sales ($000)	Market Share (%)	RAI	RGI
Gainesville	206.6	.0824	2.60	12,143	163,803	157,639	276	57,807	37	85,113	54	95	102
Jacksonville	927.1	.3696	2.64	13,674	785,491	746,600	1,205	373,569	50	309,802	41	122	110
Lakeland - Winter Haven	411.9	.1642	2.60	12,327	232,193	223,215	430	108,801	49	97,691	44	82	100
Melbourne - Titusville - Palm Bay	408.8	.1629	2.47	13,477	319,046	297,117	513	113,070	38	146,093	49	110	90
Miami - Hialeah	1,963.0	.7826	2.80	13,007	1,560,951	1,468,678	2,399	472,412	32	772,179	53	115	120
Naples	157.4	.0628	2.46	14,550	145,566	141,629	235	51,936	37	76,470	54	98	86
Ocala	200.5	.0800	2.49	10,850	129,801	125,084	216	45,868	37	67,536	54	90	75
Orlando	1,104.8	.4404	2.67	13,830	1,240,059	1,192,418	1,464	401,292	34	684,650	57	149	149
Panama City	129.2	.0515	2.59	10,197	154,337	139,674	240	51,218	37	75,414	54	112	67
Pensacola	348.8	.1390	2.68	12,687	236,654	218,340	390	118,864	54	86,144	39	102	105
Sarasota	282.7	.1128	2.21	15,684	302,535	292,192	460	71,613	25	197,265	68	128	73
Tallahassee	237.3	.0945	2.64	12,871	176,727	166,776	257	61,155	37	90,048	54	107	133
Tampa - St. Petersburg - Clearwater	2,110.1	.8413	2.38	14,073	1,645,567	1,552,506	2,595	583,418	38	808,670	52	101	102
West Palm Beach - Boca Raton - Delray Beach	896.4	.3574	2.36	18,191	844,273	798,149	1,207	223,089	28	519,737	65	118	112
Non-Metro Portion of State	1,209.4	.4825	2.53	11,441	657,574	612,295	1,220	274,691	45	311,315	51	70	85
State Total	**13,218.8**	**5.2704**	**2.52**	**13,958**	**11,008,331**	**10,385,575**	**16,797**	**3,746,911**	**36**	**5,657,130**	**54**	**109**	**104**
GEORGIA													
Albany	112.3	.0448	2.86	10,850	69,338	67,351	140	33,993	50	25,280	38	73	97
Athens	158.1	.0630	2.70	11,291	102,945	99,778	190	50,378	50	37,464	38	117	90
Atlanta	2,914.8	1.1623	2.68	15,257	[illegible]56,753	2,619,897	4,126	1,204,411	46	1,060,154	40	139	109
Augusta	400.1	.1594	2.78	11,699	281,145	272,498	430	141,745	52	92,535	34	103	109
Columbus	244.5	.0975	2.82	10,836	167,434	159,719	281	80,731	51	59,865	37	106	81
Macon - Warner Robins	284.0	.1131	2.73	12,555	201,394	192,938	343	97,380	50	72,426	38	113	102
Savannah	244.6	.0975	2.70	12,698	195,222	188,545	319	95,169	50	70,782	38	113	102
Non-Metro Portion of State	2,282.6	.9101	2.79	9,992	964,090	925,901	2,279	584,359	63	291,513	31	63	95
State Total	**6,586.6**	**2.6261**	**2.74**	**12,692**	**4,682,582**	**4,472,068**	**8,032**	**2,264,958**	**51**	**1,686,658**	**38**	**105**	**103**
HAWAII													
Honolulu	842.6	.3359	3.15	15,921	1,446,405	1,354,970	1,281	481,178	36	640,136	47	209	151
Non-Metro Portion of State	277.5	.1107	2.99	13,308	466,981	452,431	485	118,846	26	305,615	68	127	167
State Total	**1,120.1**	**.4466**	**3.11**	**15,274**	**1,913,386**	**1,807,401**	**1,766**	**600,024**	**33**	**945,751**	**52**	**180**	**155**
IDAHO													
Boise	208.1	.0829	2.65	13,673	152,519	141,744	299	63,112	45	67,683	48	91	90
Non-Metro Portion of State	801.3	.3195	2.83	11,019	396,006	354,491	1,041	161,833	46	171,579	48	72	78
State Total	**1,009.4**	**.4024**	**2.79**	**11,566**	**548,525**	**496,235**	**1,340**	**224,945**	**45**	**239,262**	**48**	**77**	**80**
ILLINOIS													
Aurora - Elgin	363.4	.1450	2.96	14,736	225,896	208,394	418	84,946	41	98,702	47	90	107
Bloomington - Normal	130.1	.0519	2.76	15,068	111,996	106,820	196	43,543	41	50,593	47	156	92
Champaign - Urbana - Rantoul	173.4	.0691	2.71	13,330	152,441	137,540	244	56,064	41	65,142	47	134	96
Chicago	6,077.3	2.4231	2.73	16,111	5,008,286	4,686,444	7,679	1,670,514	36	2,410,171	51	126	118
Davenport - Rock Island - Moline	348.4	.1388	2.58	14,865	269,911	238,277	473	108,612	46	106,814	45	98	90
Decatur	116.2	.0463	2.55	15,034	85,362	76,290	149	31,098	41	36,133	47	112	104
Joliet	393.1	.1567	3.02	14,708	176,264	161,304	390	65,751	41	76,397	47	91	107
Kankakee	96.0	.0382	2.78	12,302	52,600	48,720	109	19,858	41	23,075	47	85	90
Lake County	525.8	.2097	2.97	18,978	376,717	349,727	661	129,456	37	179,231	51	106	107
Peoria	338.1	.1347	2.62	15,904	216,820	200,370	462	93,424	47	80,989	40	100	102
Rockford	284.2	.1133	2.64	14,498	190,341	173,687	368	70,798	41	82,263	47	94	97

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	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Springfield	189.9	.0756	2.48	13,561	157,599	145,590	270	59,348	41	68,956	47	124	96
Non-Metro Portion of State	1,974.0	.7872	2.62	12,081	945,366	846,761	2,530	459,434	54	330,897	39	79	66
State Total	**11,449.1**	**4.5648**	**2.72**	**15,048**	**8,189,410**	**7,573,645**	**14,402**	**2,993,086**	**40**	**3,669,148**	**48**	**111**	**103**
INDIANA													
Anderson	130.1	.0519	2.62	12,093	74,976	67,086	145	34,880	52	26,002	39	87	90
Bloomington	109.6	.0437	2.77	12,146	81,764	76,165	158	39,601	52	29,521	39	117	77
Elkhart - Goshen	157.6	.0629	2.76	11,955	101,595	96,645	212	50,249	52	37,460	39	105	83
Evansville	279.2	.1114	2.57	13,041	201,747	190,768	388	99,313	52	73,840	39	108	91
Fort Wayne	365.8	.1459	2.67	13,173	269,899	247,236	504	106,284	43	128,148	52	117	98
Gary - Hammond	603.2	.2405	2.80	11,992	331,652	314,766	756	155,719	49	131,626	42	92	86
Indianapolis	1,258.1	.5016	2.60	14,000	1,043,422	988,930	1,734	523,629	53	339,547	34	143	101
Kokomo	96.3	.0385	2.58	13,506	72,133	67,048	142	34,861	52	25,987	39	114	84
Lafayette - West Lafayette	131.2	.0523	2.86	12,422	96,588	88,644	165	46,089	52	34,359	39	124	97
Muncie	119.3	.0475	2.65	11,610	78,594	73,051	138	37,982	52	28,315	39	109	91
South Bend - Mishawaka	247.7	.0987	2.67	12,599	176,552	163,330	357	84,922	52	63,308	39	103	84
Terre Haute	130.3	.0519	2.66	11,959	82,460	76,907	173	39,987	52	29,808	39	114	80
Non-Metro Portion of State	1,749.5	.6974	2.72	10,953	775,767	715,763	2,115	395,479	55	261,275	37	81	71
State Total	**5,556.7**	**2.2155**	**2.68**	**12,273**	**3,478,268**	**3,250,516**	**7,190**	**1,699,168**	**52**	**1,238,685**	**38**	**107**	**86**
IOWA													
Cedar Rapids	169.3	.0675	2.58	15,166	144,828	131,704	232	58,149	44	61,376	47	104	99
Davenport - Rock Island - Moline	348.4	.1388	2.58	14,865	269,911	238,277	473	108,612	46	106,814	45	98	90
Des Moines	396.0	.1579	2.56	14,594	325,756	298,981	539	123,471	41	135,625	45	88	102
Dubuque	86.2	.0343	2.81	11,972	68,809	61,534	129	27,168	44	28,676	47	95	74
Iowa City	96.9	.0387	2.66	14,028	84,885	74,227	112	32,772	44	34,589	47	94	118
Sioux City	115.0	.0459	2.68	11,686	82,370	73,126	159	32,283	44	34,076	47	80	76
Waterloo - Cedar Falls	145.4	.0580	2.65	15,060	93,094	83,259	188	36,760	44	38,800	47	93	95
Non-Metro Portion of State	1,545.2	.6162	2.60	11,549	726,967	643,837	2,192	285,707	44	326,929	51	66	66
State Total	**2,770.3**	**1.1046**	**2.61**	**12,709**	**1,691,466**	**1,515,158**	**3,840**	**666,101**	**44**	**725,255**	**48**	**79**	**78**
KANSAS													
Kansas City	1,584.7	.6319	2.60	15,373	1,230,352	1,177,701	1,989	562,363	48	478,931	41	107	115
Lawrence	82.9	.0330	2.71	13,188	60,979	56,586	95	29,401	52	20,922	37	110	96
Topeka	162.0	.0645	2.52	15,573	130,711	122,294	245	63,542	52	45,217	37	104	94
Wichita	458.6	.1828	2.60	15,533	373,635	360,200	737	173,669	48	140,085	39	112	87
Non-Metro Portion of State	1,170.7	.4669	2.62	11,626	582,274	552,042	1,760	291,327	53	205,607	37	78	63
State Total	**2,491.1**	**.9932**	**2.62**	**13,965**	**1,566,326**	**1,497,850**	**3,510**	**762,881**	**51**	**561,275**	**37**	**92**	**82**
KENTUCKY													
Clarksville - Hopkinsville	170.6	.0681	3.02	10,211	95,546	90,619	189	47,036	52	35,471	39	135	74
Huntington - Ashland	310.7	.1239	2.61	10,512	161,561	156,241	343	93,000	60	49,493	32	85	78
Lexington-Fayette	351.1	.1399	2.60	13,249	331,289	320,009	478	158,743	50	122,061	38	142	107
Louisville	953.0	.3801	2.59	13,043	747,612	706,020	1,136	384,108	54	257,970	37	117	105
Owensboro	87.2	.0347	2.64	11,354	58,723	54,383	114	30,850	57	19,010	35	95	83
Non-Metro Portion of State	1,969.8	.7854	2.70	9,728	811,836	797,323	1,717	520,024	65	231,113	29	67	90
State Total	**3,687.3**	**1.4701**	**2.67**	**11,182**	**2,229,881**	**2,146,574**	**3,796**	**1,214,002**	**57**	**754,561**	**35**	**95**	**97**
LOUISIANA													
Alexandria	131.0	.0522	2.87	10,238	71,504	68,735	129	32,597	47	25,200	37	66	98
Baton Rouge	528.2	.2105	2.81	12,671	319,999	304,140	543	152,048	50	108,688	36	61	117

24TH ANNUAL RGI

1990
METRO REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Houma - Thibodaux	182.2	.0726	3.02	11,517	95,834	91,252	173	43,275	47	33,456	37	56	101
Lafayette	208.0	.0830	2.78	12,143	163,726	159,008	235	75,407	47	58,295	37	80	111
Lake Charles	168.1	.0670	2.79	11,761	94,301	91,091	165	43,199	47	33,395	37	57	105
Monroe	141.9	.0566	2.82	9,976	110,070	108,346	193	51,381	47	39,722	37	85	74
New Orleans	1,236.3	.4930	2.72	12,272	1,090,640	1,015,338	1,524	411,911	41	437,952	43	92	108
Shreveport	333.0	.1328	2.70	11,675	228,540	220,309	353	113,969	52	82,215	37	91	100
Non-Metro Portion of State	1,278.0	.5096	2.93	9,043	377,689	361,747	923	222,542	62	102,919	28	39	100
State Total	**4,206.7**	**1.6773**	**2.82**	**11,093**	**2,552,303**	**2,419,966**	**4,238**	**1,146,329**	**47**	**921,842**	**38**	**69**	**105**
MAINE													
Bangor	147.5	.0588	2.71	12,321	101,580	97,803	177	35,166	36	55,805	57	66	95
Lewiston - Auburn	106.1	.0423	2.63	12,726	72,710	70,001	129	25,167	36	39,943	57	68	86
Portland	245.3	.0978	2.57	15,495	280,617	269,136	429	96,769	36	153,569	57	106	90
Non-Metro Portion of State	739.4	.2948	2.65	12,256	496,109	478,621	1,172	172,454	36	273,669	57	76	69
State Total	**1,238.3**	**.4937**	**2.64**	**12,946**	**951,016**	**915,561**	**1,907**	**329,556**	**36**	**522,988**	**57**	**81**	**78**
MARYLAND													
Baltimore	2,404.9	.9588	2.71	15,044	1,801,338	1,646,976	2,739	686,234	42	685,354	42	106	120
Cumberland	101.3	.0403	2.56	10,949	59,112	56,010	146	23,664	42	24,915	44	86	72
Hagerstown	122.1	.0487	2.71	11,991	62,935	56,852	137	23,885	42	25,377	45	68	105
Non-Metro Portion of State	346.4	.1382	2.70	12,752	310,771	295,527	551	118,717	40	162,220	55	113	81
State Total	**4,843.7**	**1.9312**	**2.73**	**16,499**	**3,526,714**	**3,310,089**	**5,681**	**1,355,135**	**41**	**1,490,327**	**45**	**100**	**118**
MASSACHUSETTS													
Boston - Lawrence - Salem - Lowell - Brockton	3,791.4	1.5117	2.68	18,006	4,011,876	3,758,379	5,339	997,432	27	2,182,655	58	125	117
New Bedford - Fall River - Attleboro	509.1	.2030	2.70	13,313	436,850	404,939	666	155,524	38	208,589	52	96	81
Pittsfield	139.0	.0555	2.56	14,352	138,836	128,307	250	36,312	28	83,554	65	107	76
Springfield	606.6	.2419	2.74	13,664	508,124	457,201	757	152,990	33	266,076	58	107	93
Worcester - Fitchburg - Leominster	717.5	.2860	2.73	15,325	554,179	516,514	887	172,091	33	284,605	55	106	99
Non-Metro Portion of State	278.6	.1109	2.43	15,277	442,818	416,610	782	85,811	21	311,582	75	138	57
State Total	**6,042.2**	**2.4090**	**2.68**	**16,647**	**6,092,683**	**5,681,950**	**8,681**	**1,600,160**	**28**	**3,337,061**	**59**	**119**	**104**
MICHIGAN													
Ann Arbor	284.8	.1136	2.70	14,415	246,499	234,839	370	97,729	42	115,103	49	143	126
Battle Creek	136.1	.0543	2.62	14,452	88,164	80,652	189	33,565	42	39,529	49	92	93
Benton Harbor	161.4	.0643	2.65	12,567	114,286	105,545	230	43,924	42	51,731	49	111	73
Detroit	4,387.9	1.7495	2.71	14,603	3,232,075	2,979,067	5,075	1,226,665	41	1,386,949	47	120	105
Flint	429.1	.1711	2.67	12,052	285,555	254,277	513	120,732	47	114,186	45	99	89
Grand Rapids	696.2	.2777	2.82	13,823	449,167	420,097	768	163,863	39	225,239	54	122	118
Jackson	150.4	.0600	2.79	12,917	84,153	75,869	169	31,573	42	37,185	49	113	95
Kalamazoo	224.5	.0895	2.67	14,802	174,057	164,144	309	68,310	42	80,452	49	144	103
Lansing - East Lansing	434.5	.1731	2.76	13,645	303,241	274,763	497	123,130	45	135,923	49	122	111
Muskegon	159.6	.0636	2.75	12,015	100,889	93,599	208	38,951	42	45,875	49	114	81
Saginaw - Bay City - Midland	398.5	.1590	2.69	12,737	266,213	241,134	413	96,785	40	131,906	55	111	106
Non-Metro Portion of State	1,860.1	.7415	2.73	11,072	914,885	801,166	2,471	322,467	40	435,712	54	65	60
State Total	**9,323.1**	**3.7172**	**2.72**	**13,489**	**6,259,184**	**5.725,152**	**11,212**	**2,367,694**	**41**	**2,799,790**	**49**	**107**	**95**

24TH ANNUAL RGI

1990 METRO REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
MINNESOTA													
Duluth	238.5	.0950	2.52	12,975	146,472	123,012	338	45,343	37	65,318	53	78	78
Fargo - Moorhead	154.4	.0615	2.65	12,705	127,449	109,925	211	54,371	49	52,689	48	101	92
Minneapolis - St. Paul	2,501.4	.9972	2.63	16,054	2,098,155	1,937,225	2,844	708,544	37	1,002,524	52	116	137
Rochester	107.6	.0429	2.66	15,580	82,716	78,284	128	28,859	37	41,573	53	97	141
St. Cloud	193.1	.0770	2.97	10,947	109,332	93,339	212	34,406	37	49,566	53	90	82
Non-Metro Portion of State	1,413.6	.5638	2.67	10,317	708,233	622,392	-1,867	229,228	37	359,043	58	74	61
State Total	**4,412.0**	**1.7591**	**2.66**	**13,814**	**3,110,824**	**2,829,274**	**5,332**	**1,036,446**	**37**	**1,505,123**	**53**	**100**	**105**
MISSISSIPPI													
Biloxi - Gulfport	197.5	.0787	2.76	11,499	136,725	128,973	246	75,930	59	38,537	30	107	88
Jackson	397.4	.1583	2.82	12,140	250,436	247,712	453	124,972	50	90,685	37	123	107
Pascagoula	115.1	.0459	2.85	11,220	53,167	51,412	121	30,267	59	15,362	30	87	104
Non-Metro Portion of State	1,794.5	.7156	2.83	8,982	594,511	584,072	1,645	377,961	65	156,153	27	59	86
State Total	**2,575.3**	**1.0268**	**2.82**	**9,838**	**1,055,747**	**1,032,098**	**2,513**	**620,974**	**60**	**307,462**	**30**	**73**	**92**

Real Cheese Can Make Your Menu Over...

For information circle number 15

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1990
METRO REPORT

STATE Metro Name	12/31/90 Population (Thous.)	12/31/90 % Of U.S.	12/31/90 Average House-hold Size	1990 Per Capita EBI	1990 Eating & Drinking Place Sales ($000)	1990 Eating Place Sales ($000)	1990 Eating Place Units	1990 Fast Food Sales ($000)	1990 Fast Food Market Share (%)	1990 Restaurant Sales ($000)	1990 Restaurant Market Share (%)	RAI	RGI
MISSOURI													
Columbia	113.1	.0451	2.68	13,896	79,397	73,795	140	35,023	47	29,460	40	112	96
Joplin	135.6	.0540	2.54	10,880	87,934	83,673	194	39,711	47	33,402	40	90	59
Kansas City	1,584.7	.6319	2.60	15,373	1,230,352	1,177,701	1,989	562,363	48	478,931	41	107	115
St. Joseph	82.8	.0330	2.56	12,541	58,940	54,454	110	25,844	47	21,739	40	97	88
St. Louis	2,456.9	.9796	2.64	15,002	1,941,579	1,815,024	3,121	859,267	47	671,951	37	112	108
Springfield	243.3	.0970	2.57	12,196	186,967	178,948	326	84,932	47	71,437	40	114	97
Non-Metro Portion of State	1,735.2	.6918	2.64	10,004	707,279	673,685	2,145	369,135	55	267,363	40	71	58
State Total	**5,145.1**	**2.0513**	**2.61**	**13,233**	**3,531,629**	**3,346,325**	**6,701**	**1,619,153**	**48**	**1,316,503**	**39**	**102**	**93**
MONTANA													
Billings	113.0	.0451	2.54	12,399	113,170	94,131	204	37,042	39	50,439	54	84	73
Great Falls	77.5	.0309	2.57	12,107	66,117	52,333	128	20,593	39	28,043	54	91	69
Non-Metro Portion of State	606.7	.2419	2.63	10,871	396,252	314,188	1,039	119,485	38	175,683	56	76	61
State Total	**797.2**	**.3179**	**2.61**	**11,208**	**575,539**	**460,652**	**1,371**	**177,120**	**38**	**254,165**	**55**	**79**	**64**

And Over...

Garden-Style Pizza

Take advantage of your patrons' love of pizza while you tap into the vegetarian market with a meatless pizza that's heavy on the cheese! We combined assorted vegetables with fresh spices, and added loads of shredded Cheddar, Mozzarella and Parmesan cheeses. Then, we layered it high on a delicate cornmeal crust. This Garden-Style Pizza will satisfy real cheese pizza lovers!

For information circle number 15

And Over...

American Antipasto

You'll increase your check averages when you tempt your customers to upgrade from a basic dinner salad to the American Antipasto. We've marinated Cheddar, American and Mozzarella cheeses with salami and assorted fresh vegetables, and topped it off with an Italian signature-style dressing. Increase your profits by making the American Antipasto your signature salad!

24TH ANNUAL RGI

1990 METRO REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
NEBRASKA													
Lincoln	215.4	.0859	2.58	15,432	159,189	142,534	288	65,135	46	65,844	46	103	107
Omaha	621.3	.2478	2.66	15,334	498,540	442,486	808	195,012	44	204,222	46	102	108
Non-Metro Portion of State	808.6	.3222	2.60	10,873	419,020	359,336	1,234	165,910	46	171,682	48	84	59
State Total	**1,579.4**	**.6297**	**2.62**	**13,109**	**1,034,273**	**906,372**	**2,239**	**408,206**	**45**	**425,115**	**47**	**93**	**82**
NEVADA													
Las Vegas	773.4	.3084	2.58	13,459	665,294	571,564	826	236,985	41	248,585	43	97	425
Reno	260.0	.1036	2.49	15,159	195,172	175,899	335	75,027	43	80,584	46	83	328
Non-Metro Portion of State	210.7	.0840	2.67	12,689	131,279	113,132	240	47,502	42	51,940	46	80	263
State Total	**1,244.1**	**.4960**	**2.58**	**13,684**	**991,745**	**860,595**	**1,401**	**359,514**	**42**	**381,109**	**44**	**91**	**374**
NEW HAMPSHIRE													
Manchester - Nashua	341.3	.1361	2.70	18,063	308,376	301,776	450	98,929	33	175,625	58	88	122

And Over...

Ham 'n Cheese Biscuits

Why serve ordinary biscuits when you can serve a multi-daypart treat like this? Ham 'n Cheese Biscuits are easy to make, but have the added flavor thrill of diced ham, finely chopped parsley and shredded real Cheddar cheese baked right into them. Make any daypart, breakfast, lunch, or dinner, more profitable by baking up a batch of these down home morsels and serving with a wide variety of entrees.

For information circle number 15

And Over...

Chili Au Gratin

Dress up ordinary chili with just the right touch of America's favorite real cheese. Any cowboy will love our classic chili recipe made with ground beef, kidney beans, tomatoes, ground cumin and oregano. And they'll flip for the added crunch and punch of bread crumbs and real bubbling baked American cheese on top. Serve with garlic herb toast, and you've got a new menu pod'ner to help you lasso even bigger profits. Yippeecayay!

24TH ANNUAL RGI

1990
METRO REPORT

	12/31/90			1990										
						Eating Place		Fast Food		Restaurant				
STATE Metro Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Portsmouth - Dover - Rochester	356.6	.1422	2.76	16,198	351,326	342,372	496	100,255	29	214,002	63	92	99
Non-Metro Portion of State	429.3	.1712	2.65	13,967	378,223	374,367	742	109,621	29	233,994	63	79	78
State Total	**1,127.2**	**.4495**	**2.70**	**15,913**	**1,037,925**	**1,018,515**	**1,688**	**308,805**	**30**	**623,621**	**61**	**86**	**96**
NEW JERSEY													
Atlantic City	323.0	.1287	2.59	13,735	446,852	397,132	776	126,660	32	251,179	63	136	316
Bergen - Passaic	1,276.9	.5092	2.75	21,206	1,035,479	957,323	1,711	263,372	28	494,769	52	90	115
Jersey City	550.9	.2196	2.65	14,236	278,088	234,530	572	83,325	36	119,224	51	68	112
Middlesex - Somerset - Hunterdon	1,031.4	.4112	2.79	21,808	754,754	679,151	1,203	216,957	32	371,089	55	80	138
Monmouth - Ocean	1,000.9	.3991	2.70	18,752	728,006	652,119	1,327	185,289	28	411,552	63	76	92
Newark	1,822.7	.7267	2.80	19,188	1,296,057	1,166,305	2,203	351,606	30	560,570	48	81	126
Trenton	328.1	.1308	2.79	20,704	262,481	228,076	443	71,325	31	119,826	53	91	122
Vineland - Millville - Bridgeton	138.5	.0552	2.93	13,192	64,080	56,176	150	17,585	31	29,978	53	50	98
State Total	**7,768.8**	**3.0974**	**2.77**	**18,738**	**5,656,450**	**5,086,683**	**9,744**	**1,563,496**	**31**	**2,722,454**	**54**	**82**	**133**

And Over...

Smoked Turkey and Cheese

Cash in on the sandwich market boom with the tasty zip of real cheese sandwich lovers love. We started with smoked turkey, added a zesty mustard sauce, and heaped on the real Mozzarella cheese. Then we piled it high on fresh pumpernickel with juicy tomatoes and zingy green peppers. This Smoked Turkey and Cheese can put real bite into your sandwich menu—and it's a carry-out winner, too!

For information circle number 15

And Over...

Taco Salad Grande

Send check averages spiraling when you cross the border by upgrading chicken salad into a fiesta of real Cheddar cheese. We've taken basic chicken salad and given it a Mexican flair with guacamole, mild green onion, and loads of grated real Cheddar cheese. Our Taco Salad Grande can be your answer to the ethnic craze. And remember, Mexican dishes are especially hot!

1990
METRO REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
NEW MEXICO													
Albuquerque	491.3	.1959	2.59	12,308	435,928	408,691	717	171,578	42	195,089	48	134	92
Las Cruces	138.6	.0553	3.01	8,828	65,216	58,129	153	25,557	44	26,863	46	97	70
Santa Fe	118.7	.0473	2.60	14,860	106,549	102,698	186	45,150	44	47,459	46	161	94
Non-Metro Portion of State	786.2	.3134	2.93	9,333	387,110	358,218	963	178,926	50	149,222	42	74	69
State Total	**1,534.8**	**.6119**	**2.79**	**10,667**	**994,803**	**927,736**	**2,019**	**421,211**	**45**	**418,633**	**45**	**101**	**80**
NEW YORK													
Albany - Schenectady - Troy	879.9	.3510	2.60	15,470	663,119	621,822	1,267	202,029	32	340,164	55	86	93
Binghamton	264.4	.1054	2.63	15,287	184,343	164,980	315	45,890	28	89,721	54	87	110
Buffalo	966.3	.3852	2.57	14,176	710,071	649,634	1,456	258,949	40	309,002	48	86	79
Elmira	95.4	.0380	2.69	12,328	62,043	56,644	120	15,755	28	30,805	54	95	81
Glens Falls	119.6	.0477	2.76	12,565	98,913	91,932	259	25,571	28	49,996	54	81	58
Jamestown - Dunkirk	141.4	.0564	2.64	11,920	75,222	64,682	199	25,084	39	33,520	52	63	72
Nassau - Suffolk	2,616.2	1.0431	3.05	20,554	2,036,043	1,922,245	3,674	488,799	25	1,055,561	55	79	100
New York	8,592.1	3.4259	2.63	15,967	6,416,483	6,035,834	10,730	1,359,403	23	3,398,650	56	130	111
Niagara Falls	220.6	.0879	2.60	13,168	143,109	132,038	366	36,728	28	71,806	54	85	70

And, A Menu Makeover Can Make You Money Over...And Over...And Over...

How can a Real Cheese Menu Makeover make you money over and over again? By making your entire menu more profitable with the added value and great taste of real cheese. Here's how it works.

Increases your menu's selling power.

When you add real cheese to a menu item, it gives your patrons the irresistible flavor they're looking for. And, because they place a higher value on dishes made with real cheese, you can charge more for them.

Turns your slow movers into hot sellers.

A Real Cheese Menu Makeover keeps your menu up to date with, and helps you profit from, ongoing ethnic trends. Any way you look at it, a Real Cheese Menu Makeover will help you make more money.

Send for your kit, today!

Our Real Cheese Menu Makeover kit includes recipe cards of the delicious dishes you've just seen, plus additional great tasting real cheese recipes. You'll also receive value-added menu ideas and loads of side dish suggestions to complement your updated menu items.

Give your menu the makeover it needs. Just write to: American Dairy Association, Foodservice Division, Department R12, Dairy Center, 6300 North River Road, Rosemont, IL 60018-4289.

REAL POSSIBILITIES
They're Endless

REAL
Your assurance of a REAL dairy food

America's Dairy Farmers
American Dairy Association

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For information circle number 15

24TH ANNUAL RGI 1990 METRO REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Orange County	312.7	.1247	3.03	14,309	201,728	189,910	415	52,824	28	103,279	54	67	82
Poughkeepsie	262.2	.1046	2.89	17,147	171,473	162,379	383	45,166	28	88,307	54	70	97
Rochester	1,004.9	.4005	2.68	15,627	716,541	669,198	1,272	259,082	39	326,487	49	81	107
Syracuse	661.0	.2635	2.71	14,316	522,249	481,313	957	163,911	34	238,308	50	94	90
Utica - Rome	316.3	.1261	2.70	12,640	203,224	190,505	434	52,990	28	103,603	54	88	75
Non-Metro Portion of State	1,612.5	.6429	2.80	11,992	893,565	810,912	2,212	314,552	39	420,289	52	67	74
State Total	**18,065.5**	**7.2029**	**2.71**	**15,890**	**13,098,126**	**12,244,028**	**24,059**	**3,346,733**	**27**	**6,659,498**	**54**	**98**	**99**
NORTH CAROLINA													
Asheville	175.9	.0701	2.47	12,449	147,296	145,585	253	76,166	52	53,672	37	109	96
Burlington	109.0	.0434	2.53	12,095	73,995	73,107	156	38,247	52	26,952	37	90	78
Charlotte - Gastonia - Rock Hill	1,181.4	.4710	2.64	13,400	847,554	825,132	1,542	427,378	52	305,229	37	107	102
Fayetteville	275.8	.1100	3.00	10,692	155,852	151,044	288	79,020	52	55,685	37	108	90
Greensboro - Winston-Salem - High Point	949.6	.3787	2.53	13,833	687,445	677,550	1,278	312,279	46	254,541	38	115	94
Hickory - Morganton	223.4	.0891	2.60	12,563	144,732	142,061	340	74,321	52	52,370	37	93	82
Jacksonville	151.5	.0604	3.67	8,147	81,920	76,057	143	39,769	52	28,039	37	127	66
Raleigh - Durham	750.2	.2991	2.55	15,276	985,503	965,861	1,091	457,326	47	395,641	41	191	110
Wilmington	121.4	.0484	2.50	11,907	127,685	124,031	231	64,890	52	45,725	37	124	65
Non-Metro Portion of State	2,888.5	1.1516	2.65	10,356	1,348,780	1,333,515	3,283	743,575	56	486,233	36	71	82
State Total	**6,693.1**	**2.6685**	**2.63**	**12,052**	**4,514,364**	**4,428,307**	**8,468**	**2,258,056**	**51**	**1,681,198**	**38**	**102**	**90**
NORTH DAKOTA													
Bismarck	83.8	.0335	2.67	12,884	59,186	54,008	103	26,620	49	25,937	48	101	118
Fargo - Moorhead	154.4	.0615	2.65	12,705	127,449	109,325	211	54,371	49	52,689	48	101	92
Grand Forks	71.0	.0283	2.78	14,426	51,532	43,571	95	21,479	49	20,930	48	94	101
Non-Metro Portion of State	377.5	.1505	2.65	11,286	192,262	151,029	562	72,269	48	73,847	49	74	59
State Total	**636.2**	**.2537**	**2.65**	**12,229**	**403,287**	**334,277**	**907**	**164,942**	**49**	**160,446**	**48**	**87**	**77**
OHIO													
Akron	658.6	.2626	2.64	13,144	454,734	424,748	835	188,027	44	206,158	49	101	90
Canton	394.2	.1572	2.64	12,207	239,105	224,720	534	107,763	48	106,573	47	85	76
Cincinnati	1,457.8	.5812	2.65	14,416	1,254,553	1,172,371	1,838	495,675	42	540,692	46	114	109
Cleveland	1,825.8	.7279	2.57	14,894	1,328,851	1,220,785	2,310	516,902	42	569,376	47	103	101
Columbus	1,389.7	.5542	2.63	13,490	1,094,796	1,016,076	1,757	505,333	50	417,193	41	127	105
Dayton - Springfield	953.8	.3803	2.61	13,608	680,605	635,213	1,150	332,776	52	243,579	38	106	99
Hamilton - Middletown	294.2	.1173	2.79	12,111	159,456	144,925	279	68,726	47	62,773	43	87	98
Lima	154.6	.0617	2.79	11,931	99,317	94,405	246	44,769	47	40,890	43	92	68
Lorain - Elyria	271.3	.1082	2.82	12,719	129,487	116,823	310	55,400	47	50,600	43	81	89
Mansfield	126.0	.0503	2.65	12,149	80,611	74,742	173	35,443	47	32,373	43	92	79
Parkersburg - Marietta	148.4	.0592	2.58	11,657	85,950	82,402	175	49,278	60	25,876	31	83	87
Steubenville - Weirton	141.2	.0563	2.59	11,974	60,735	54,363	165	25,747	47	23,578	43	66	85
Toledo	614.8	.2451	2.66	13,183	455,324	417,835	827	176,330	42	197,753	47	104	86
Youngstown - Warren	490.2	.1953	2.63	12,701	296,075	268,809	631	123,628	46	117,157	44	92	78
Non-Metro Portion of State	2,284.0	.9105	2.75	11,266	1,072,111	974,841	2,723	500,325	51	405,547	42	77	73
State Total	**10,864.4**	**4.3317**	**2.65**	**13,149**	**7,184,239**	**6,631,868**	**13,531**	**3,085,356**	**47**	**2,912,958**	**44**	**99**	**92**
OKLAHOMA													
Enid	55.7	.0222	2.53	11,429	32,988	32,010	103	15,943	50	11,333	35	85	52
Lawton	111.2	.0443	2.97	10,255	60,276	57,273	141	28,523	50	20,278	35	95	68
Oklahoma City	962.1	.3837	2.61	12,016	753,660	732,125	1,594	336,711	46	274,308	37	109	68

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STATE Metro Name	12/31/90 Population (Thous.)	12/31/90 % Of U.S.	12/31/90 Average Household Size	1990 Per Capita EBI	1990 Eating & Drinking Place Sales ($000)	1990 Eating Place Sales ($000)	1990 Eating Place Units	1990 Fast Food Sales ($000)	1990 Fast Food Market Share (%)	1990 Restaurant Sales ($000)	1990 Restaurant Market Share (%)	RAI	RGI
Tulsa	711.0	.2835	2.56	12,384	516,620	500,819	1,026	240,321	48	178,877	36	90	80
Non-Metro Portion of State	1,268.9	.5058	2.61	9,399	506,027	491,986	1,538	275,623	56	152,113	31	58	62
State Total	**3,143.0**	**1.2531**	**2.61**	**10,915**	**1,884,118**	**1,828,571**	**4,433**	**900,124**	**49**	**638,894**	**35**	**83**	**68**
OREGON													
Eugene - Springfield	284.3	.1133	2.55	11,456	225,746	208,210	425	82,355	40	108,717	52	100	74
Medford	148.0	.0590	2.56	11,113	122,361	112,950	223	44,676	40	58,976	52	111	61
Portland	1,252.0	.4991	2.55	14,676	1,189,446	1,083,617	1,743	403,592	37	570,078	53	128	104
Salem	280.5	.1119	2.73	10,296	192,332	179,365	379	70,945	40	93,654	52	100	63
Non-Metro Portion of State	898.7	.3584	2.58	10,768	673,297	620,080	1,465	253,913	41	333,928	54	93	58
State Total	**2,863.5**	**1.1417**	**2.58**	**12,517**	**2,403,182**	**2,204,222**	**4,235**	**855,481**	**39**	**1,165,353**	**53**	**110**	**79**
PENNSYLVANIA													
Allentown - Bethlehem - Easton	692.3	.2761	2.64	14,406	440,006	407,505	861	143,646	35	193,657	48	79	96
Altoona	130.3	.0519	2.60	11,763	83,275	77,866	170	28,277	36	39,795	51	68	78
Beaver County	185.0	.0738	2.59	12,638	87,633	78,682	180	28,574	36	40,212	51	74	101
Erie	275.1	.1097	2.71	13,610	191,226	171,525	351	62,292	36	87,663	51	90	96
Harrisburg - Lebanon - Carlisle	591.5	.2358	2.60	15,156	395,028	358,442	731	149,657	42	176,332	49	96	119
Johnstown	239.7	.0956	2.63	10,188	110,527	97,770	253	35,505	36	49,966	51	65	75
Lancaster	429.6	.1713	2.80	13,910	306,696	286,640	474	89,965	31	178,646	62	90	118
Philadelphia	4,886.9	1.9484	2.73	15,970	3,275,217	2,961,796	5,394	962,051	32	1,537,658	52	83	120
Pittsburgh	2,047.2	.8163	2.51	14,126	1,464,175	1,335,430	2,588	489,003	37	675,528	51	98	95
Reading	338.8	.1351	2.64	13,872	237,976	223,137	463	77,836	35	127,749	57	98	88
Scranton - Wilkes-Barre	736.3	.2935	2.62	12,400	474,215	446,327	1,009	176,982	40	225,445	51	86	85
Sharon	120.5	.0481	2.65	12,709	62,799	55,833	155	20,277	36	28,534	51	81	75
State College	124.6	.0497	2.90	11,313	95,649	89,814	162	32,616	36	45,901	51	122	75
Williamsport	119.1	.0474	2.64	12,413	65,622	58,243	151	21,151	36	29,766	51	66	88
York	421.6	.1680	2.66	13,973	259,394	237,031	473	91,591	39	123,470	52	86	109
Non-Metro Portion of State	1,804.8	.7196	2.67	11,575	881,370	800,783	2,179	338,716	42	384,852	48	72	59
State Total	**11,912.4**	**4.7495**	**2.64**	**13,993**	**7,675,185**	**7,002,110**	**14,289**	**2,512,664**	**36**	**3,598,772**	**51**	**86**	**98**
RHODE ISLAND													
Providence - Pawtucket - Woonsocket	921.4	.3674	2.65	14,284	740,007	674,193	1,293	227,596	34	380,419	56	103	86
Non-Metro Portion of State	87.5	.0349	2.67	16,171	118,031	107,844	191	32,736	30	66,275	61	190	77
State Total	**1,008.9**	**.4023**	**2.66**	**14,447**	**858,038**	**782,037**	**1,484**	**260,332**	**33**	**446,694**	**57**	**110**	**85**
SOUTH CAROLINA													
Anderson	146.2	.0583	2.62	11,602	80,999	78,715	167	38,807	49	31,301	40	74	91
Charleston	515.5	.2055	2.85	11,422	381,005	364,110	576	149,209	41	173,603	48	102	106
Charlotte - Gastonia - Rock Hill	1,181.4	.4710	2.64	13,400	847,554	825,132	1,542	[illegible]	52	305,229	37	107	102
Columbia	458.3	.1827	2.78	13,710	376,838	367,242	588	[illegible]	47	130,578	36	123	104
Florence	114.8	.0458	2.84	9,837	66,364	65,557	131	32,321	49	26,068	40	74	105
Greenville - Spartanburg	647.5	.2580	2.66	12,045	445,680	436,579	803	232,743	53	159,941	37	93	95
Non-Metro Portion of State	1,383.0	.5516	2.81	10,091	806,587	780,341	1,617	381,632	49	332,556	43	85	92
State Total	**3,521.1**	**1.4039**	**2.77**	**11,307**	**2,312,904**	**2,246,666**	**4,133**	**1,097,015**	**49**	**901,240**	**40**	**93**	**97**
SOUTH DAKOTA													
Rapid City	82.4	.0329	2.66	13,592	72,282	66,163	139	26,909	41	35,531	54	97	81
Sioux Falls	125.1	.0498	2.60	15,342	109,659	97,304	179	39,575	41	52,253	54	104	108

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1990 METRO REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Non-Metro Portion of State	489.9	.1953	2.72	10,716	238,797	201,632	751	73,182	36	117,349	58	73	58
State Total	**697.4**	**.2780**	**2.69**	**11,886**	**420,738**	**365,099**	**1,069**	**139,666**	**38**	**205,133**	**56**	**84**	**70**
TENNESSEE													
Chattanooga	435.2	.1736	2.60	11,829	276,848	272,973	560	152,455	56	99,557	36	102	87
Clarksville - Hopkinsville	170.6	.0681	3.02	10,211	95,546	90,619	189	47,036	52	35,471	39	135	74
Jackson	78.1	.0312	2.63	11,963	44,594	42,449	89	21,932	52	16,703	39	79	105
Johnson City - Kingsport - Bristol	436.4	.1741	2.56	11,636	233,035	229,848	462	142,298	62	64,945	28	97	93
Knoxville	608.4	.2426	2.54	12,494	465,392	451,672	810	206,084	46	211,487	47	125	100
Memphis	990.6	.3949	2.75	12,221	605,591	592,610	1,070	287,752	49	222,440	38	112	120
Nashville	997.5	.3975	2.62	14,254	812,792	796,855	1,266	378,369	47	348,530	44	141	115
Non-Metro Portion of State	1,581.3	.6305	2.63	10,474	540,615	533,852	1,478	338,654	63	168,000	31	63	91
State Total	**4,906.3**	**1.9562**	**2.63**	**12,075**	**2,911,814**	**2,851,687**	**5,581**	**1,478,429**	**52**	**1,118,221**	**39**	**106**	**102**
TEXAS													
Abilene	119.5	.0477	2.77	11,037	87,273	82,354	159	37,984	46	32,271	39	136	66

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24TH ANNUAL RGI

1990
METRO REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Amarillo	188.0	.0750	2.61	13,357	168,996	160,083	314	73,836	46	62,727	39	98	72
Austin	798.0	.3181	2.57	14,226	695,355	656,786	1,152	288,147	44	282,055	43	89	95
Beaumont - Port Arthur	359.1	.1432	2.69	13,223	216,383	205,590	380	104,016	51	73,968	36	85	111
Brazoria	192.7	.0768	2.99	14,461	84,940	81,897	185	37,775	46	32,092	39	56	132
Brownsville - Harlingen	263.0	.1049	3.55	7,048	122,825	113,620	248	52,406	46	44,523	39	70	72
Bryan - College Station	122.9	.0490	2.78	10,924	74,876	68,815	145	31,739	46	26,965	39	77	69
Corpus Christi	350.5	.1398	2.95	10,644	226,215	208,870	472	109,934	53	74,663	36	75	80
Dallas	2,602.9	1.0378	2.67	15,340	2,375,059	2,234,639	3,460	894,815	40	922,594	41	111	124
El Paso	602.6	.2403	3.31	8,916	302,210	272,006	557	127,515	47	107,383	39	77	97
Fort Worth - Arlington	1,361.0	.5426	2.69	14,809	1,012,339	931,298	1,584	435,900	47	362,338	39	87	113
Galveston - Texas City	218.3	.0870	2.67	13,649	148,971	142,021	265	65,504	46	55,652	39	69	103
Houston	3,331.2	1.3280	2.78	13,935	2,284,932	2,140,054	3,647	877,822	41	930,888	43	84	126
Killeen - Temple	258.2	.1030	3.04	10,756	122,303	116,152	274	53,576	46	45,513	39	79	70
Laredo	135.6	.0541	3.86	6,258	65,378	64,346	101	29,679	46	25,214	39	66	91
Longview - Marshall	162.6	.0648	2.67	11,971	109,608	102,899	244	47,463	46	40,320	39	79	65
Lubbock	224.1	.0894	2.73	11,592	197,770	179,955	325	83,003	46	70,516	39	102	81
McAllen - Edinburg - Mission	393.0	.1567	3.70	6,479	137,963	131,124	296	60,479	46	51,382	39	59	76
Midland	107.4	.0429	2.74	14,769	65,339	62,254	153	28,714	46	24,394	39	62	76
Odessa	118.0	.0471	2.81	12,569	74,568	66,859	182	30,838	46	26,199	39	63	64
San Angelo	99.3	.0396	2.78	12,508	62,847	59,495	121	27,441	46	23,312	39	89	74
San Antonio	1,324.0	.5279	2.89	11,359	1,052,806	980,904	1,700	465,457	47	383,912	39	101	87
Sherman - Denison	95.0	.0379	2.58	12,427	50,770	49,198	120	22,692	46	19,278	39	64	71
Texarkana	120.4	.0480	2.68	10,824	66,094	65,637	135	30,283	46	25,722	39	86	80
Tyler	152.9	.0610	2.66	12,981	115,201	113,706	180	52,445	46	44,557	39	96	82
Victoria	74.3	.0296	2.84	11,768	44,181	41,836	102	19,296	46	16,394	39	62	65
Waco	189.9	.0757	2.69	11,094	130,577	122,412	241	56,460	46	47,969	39	88	82
Wichita Falls	122.0	.0487	2.71	11,249	111,876	105,510	180	48,665	46	41,344	39	160	74
Non-Metro Portion of State	3,119.7	1.2435	2.78	10,000	1,182,078	1,149,390	3,564	677,397	59	386,338	34	55	59
State Total	**17,167.6**	**6.8448**	**2.80**	**12,474**	**11,369,928**	**10,690,362**	**20,435**	**4,859,880**	**45**	**4,272,536**	**40**	**84**	**97**
UTAH													
Provo - Orem	266.4	.1062	3.75	7,899	90,599	89,353	232	45,797	51	35,226	39	68	92
Salt Lake City - Ogden	1,083.2	.4318	3.09	11,097	684,283	662,262	1,212	338,943	51	255,197	39	86	104
Non-Metro Portion of State	389.2	.1553	3.23	9,427	164,942	159,160	493	71,266	45	75,229	47	74	75
State Total	**1,738.8**	**.6933**	**3.20**	**10,233**	**939,824**	**910,775**	**1,937**	**456,006**	**50**	**365,652**	**40**	**82**	**95**
VERMONT													
Burlington	138.7	.0553	2.71	15,332	143,804	133,763	224	36,178	27	85,007	64	105	101
Non-Metro Portion of State	429.3	.1711	2.66	11,930	315,427	292,160	735	79,252	27	186,202	64	81	72
State Total	**568.0**	**.2264**	**2.67**	**12,761**	**459,231**	**425,923**	**959**	**115,430**	**27**	**271,209**	**64**	**87**	**78**
VIRGINIA													
Charlottesville	132.6	.0529	2.69	13,527	99,962	98,387	177	42,952	44	43,262	44	86	107
Danville	108.4	.0433	2.57	11,420	56,582	55,865	132	24,385	44	24,559	44	72	88
Lynchburg	142.3	.0567	2.69	12,432	94,273	92,963	182	40,577	44	40,868	44	87	92
Norfolk - Virginia Beach - Newport News	1,419.4	.5660	2.83	12,932	1,026,643	1,003,595	1,759	470,189	47	435,146	43	104	101
Richmond - Petersburg	875.4	.3489	2.61	15,202	628,719	620,018	1,145	285,924	46	252,842	41	94	110
Roanoke	224.8	.0896	2.50	13,269	183,251	180,533	343	78,794	44	79,365	44	104	90
Non-Metro Portion of State	1,713.8	.6835	2.70	11,389	780,554	773,807	1,740	415,570	54	295,623	38	64	106
State Total	**6,265.1**	**2.4980**	**2.70**	**14,763**	**4,391,571**	**4,337,799**	**7,457**	**1,886,593**	**43**	**1,936,196**	**45**	**94**	**113**

24TH ANNUAL RGI

1990
METRO REPORT

	12/31/90			1990									
					Eating Place		Fast Food		Restaurant				
STATE Metro Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
WASHINGTON													
Bellingham	129.6	.0517	2.63	11,827	105,657	92,987	200	34,440	37	51,641	56	78	69
Bremerton	194.2	.0774	2.74	13,208	101,851	91,300	174	33,816	37	[illegible]0,703	56	73	106
Olympia	164.5	.0656	2.59	13,263	116,022	105,299	189	38,999	37	58,477	56	84	91
Richland - Kennewick - Pasco	150.3	.0600	2.76	14,597	104,019	96,094	181	35,589	37	53,366	56	78	117
Seattle	2,006.7	.8001	2.50	17,941	2,105,344	1,990,491	2,956	684,070	34	1,116,285	56	122	111
Spokane	362.2	.1444	2.55	11,866	307,514	287,493	478	124,374	43	139,708	49	96	87
Tacoma	594.7	.2371	2.73	11,531	433,606	402,192	637	154,732	38	224,789	56	[illegible]	87
Vancouver	242.3	.0966	2.69	12,981	156,191	138,050	258	51,129	37	76,665	56	92	94
Yakima	190.0	.0757	2.86	10,201	113,651	105,664	207	39,136	37	58,680	56	76	86
Non-Metro Portion of State	896.7	.3574	2.62	12,066	611,360	553,306	1,302	202,294	37	333,033	60	80	70
State Total	**4,931.2**	**1.9660**	**2.60**	**14,507**	**4,155,215**	**3,862,876**	**6,582**	**1,398,579**	**36**	**2,163,347**	**56**	**103**	**96**
WEST VIRGINIA													
Charleston	249.2	.0994	2.50	12,940	173,755	168,307	328	100,100	59	53,377	32	90	88
Huntington - Ashland	310.7	.1239	2.61	10,512	161,561	156,241	343	93,000	60	49,493	32	85	78
Parkersburg - Marietta	148.4	.0592	2.58	11,657	85,950	82,402	175	49,278	60	25,876	31	83	87
Steubenville - Weirton	141.2	.0563	2.59	11,974	60,735	54,363	165	25,747	47	23,578	43	66	85
Wheeling	157.8	.0629	2.53	11,653	96,687	86,742	187	51,805	60	27,304	31	79	80
Non-Metro Portion of State	1,132.0	.4514	2.65	9,746	410,596	398,346	1,130	246,583	62	122,201	31	58	77
State Total	**1,780.3**	**.7099**	**2.60**	**10,546**	**827,435**	**794,530**	**1,950**	**487,716**	**61**	**242,535**	**31**	**70**	**80**
WISCONSIN													
Appleton - Oshkosh - Neenah	317.5	.1266	2.73	13,367	233,543	200,635	385	79,599	40	102,184	51	103	104
Eau Claire	138.2	.0551	2.73	11,786	106,431	86,300	188	32,736	38	46,984	54	93	79
Green Bay	196.2	.0783	2.69	13,046	160,043	141,945	255	53,845	38	77,279	54	110	100
Janesville - Beloit	139.3	.0556	2.67	13,133	102,317	86,600	186	32,849	38	47,149	54	81	79
Kenosha	129.0	.0515	2.73	15,808	81,077	68,692	156	26,057	38	37,398	54	119	98
La Crosse	98.4	.0393	2.67	13,175	93,234	80,556	157	30,557	38	43,858	54	144	89
Madison	370.4	.1476	2.57	15,192	337,049	295,713	533	112,247	38	165,326	56	119	108
Milwaukee	1,436.8	.5730	2.66	15,745	1,165,879	1,030,543	1,770	397,672	39	526,553	51	111	115
Racine	175.6	.0700	2.75	13,958	121,732	108,350	221	41,100	38	58,990	54	100	95
Sheboygan	104.2	.0415	2.69	14,201	63,577	54,607	114	20,714	38	29,730	54	82	108
Wausau	115.9	.0462	2.78	12,169	73,245	65,555	148	24,868	38	35,690	54	93	83
Non-Metro Portion of State	1,597.9	.6368	2.70	11,390	1,056,781	884,629	2,418	296,585	34	553,534	63	93	62
State Total	**4,912.1**	**1.9584**	**2.68**	**13,561**	**3,656,134**	**3,153,359**	**6,652**	**1,168,560**	**37**	**1,750,533**	**56**	**103**	**89**
WYOMING													
Casper	60.2	.0240	2.57	13,446	43,090	39,17[illegible]	100	16,111	41	21,305	54	77	88
Cheyenne	73.3	.0292	2.60	11,335	55,524	50,699	101	20,848	41	27,569	54	129	85
Non-Metro Portion of State	315.1	.1257	2.73	11,890	189,123	163,055	525	63,597	39	94,318	58	91	80
State Total	**448.6**	**.1789**	**2.68**	**12,008**	**287,737**	**252,932**	**726**	**100,556**	**40**	**143,192**	**57**	**94**	**82**
United States Total	**250,812.0**	**100.0000**	**2.70**	**13,952**	**182,107,195**	**170,500,875**	**317,780**	**68,598,869**	**40**	**82,173,569**	**48**	**100**	**100**

24TH ANNUAL RGI

1990
ADI REPORT

THIS SECTION COVERS THE 210 AREAS OF DOMINANT INFLUENCE OF A TV SIGNAL

ADI Name	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Abilene - Sweetwater	289.4	.1155	2.67	10,491	150,436	144,373	372	74,521	52	53,105	37	86	57
Albany, Ga.	377.1	.1503	2.83	9,604	166,581	160,195	380	92,618	58	54,522	34	55	94
Albany - Schenectady - Troy	1,329.3	.5302	2.62	14,680	998,681	935,163	2,055	295,572	32	526,434	56	84	83
Albuquerque	1,444.3	.5759	2.81	10,652	924,456	865,172	1,882	387,787	45	395,788	46	101	82
Alexandria, La.	249.8	.0995	2.95	9,041	103,771	99,884	184	51,734	52	34,052	34	59	103
Alpena	40.8	.0163	2.53	11,751	19,067	16,599	58	6,691	40	9,041	54	64	59
Amarillo	448.1	.1789	2.67	11,684	286,106	273,597	711	137,342	50	103,850	38	82	61
Anniston	116.2	.0464	2.70	10,505	72,927	70,287	113	42,633	61	20,905	30	151	99
Ardmore - Ada	182.6	.0728	2.59	8,314	71,414	70,068	217	39,246	56	21,655	31	55	59
Atlanta	3,850.9	1.5357	2.69	14,191	3,231,452	3,080,260	5,173	1,483,048	48	1,210,474	39	125	105
Augusta	571.3	.2277	2.81	10,813	317,047	307,016	553	161,420	53	105,277	34	85	108
Austin, Tex.	957.8	.3820	2.58	13,566	771,079	730,625	1,385	331,574	45	306,824	42	86	86
Bakersfield	558.9	.2228	2.99	12,976	329,483	309,384	582	160,305	52	135,386	44	88	101
Baltimore	2,583.9	1.0302	2.70	14,917	1,907,058	1,745,391	2,957	725,940	42	738,590	42	105	118
Bangor	332.7	.1326	2.66	11,573	198,301	192,756	494	69,477	36	110,252	57	62	67
Baton Rouge	726.0	.2894	2.88	11,895	359,469	341,538	674	175,332	51	119,365	35	55	120
Beaumont - Port Arthur	430.0	.1714	2.68	12,746	232,751	221,490	437	113,392	51	79,313	36	75	106
Bend	75.8	.0302	2.56	11,270	71,086	66,675	134	27,279	41	35,880	54	98	62
Billings - Hardin	225.5	.0900	2.62	11,133	174,123	143,842	370	56,208	39	78,685	55	81	73
Biloxi - Gulfport - Pascagoula	301.3	.1202	2.82	11,287	186,137	177,101	358	104,633	59	52,832	30	104	92
Binghamton	424.9	.1694	2.65	13,952	247,995	220,107	501	68,079	31	117,407	53	72	96
Birmingham	1,334.4	.5319	2.64	11,397	730,837	715,341	1,326	408,570	57	226,333	32	94	100
Bluefield - Beckley - Oak Hill	362.2	.1445	2.63	9,655	131,412	128,463	337	78,018	61	40,669	32	51	86
Boise	411.8	.1641	2.73	11,755	241,436	222,435	554	98,949	44	108,042	49	85	76
Boston	5,726.9	2.2833	2.68	17,272	5,841,676	5,507,012	8,294	1,504,465	27	3,274,433	59	115	107
Bowling Green	122.7	.0490	2.66	9,810	64,615	62,911	114	40,944	65	18,201	29	87	97
Bristol - Kingsport - Johnson City	778.1	.3103	2.61	11,029	329,269	324,193	740	196,407	61	98,559	30	68	98
Buffalo	1,671.3	.6663	2.63	13,262	1,105,951	1,006,603	2,441	384,839	38	495,318	49	82	75
Burlington - Plattsburgh	660.1	.2632	2.73	12,275	474,875	435,833	1,007	128,280	29	267,357	61	81	79
Butte	129.2	.0515	2.59	11,162	99,305	79,643	239	30,226	38	44,464	56	93	61
Casper - Riverton	108.7	.0434	2.65	12,383	64,295	58,295	178	23,580	40	32,387	56	75	80
Cedar Rapids - Waterloo - Dubuque	806.1	.3213	2.67	12,982	520,925	464,558	1,078	202,604	44	224,475	48	89	81
Charleston, S.C.	633.7	.2527	2.86	10,854	442,579	425,301	700	179,110	42	199,660	47	97	101
Charleston - Huntington	1,249.3	.4979	2.66	10,346	577,017	555,263	1,281	327,183	59	183,936	33	71	80
Charlotte	1,937.4	.7726	2.64	12,640	1,244,467	1,218,310	2,496	638,379	52	452,026	37	95	96
Charlottesville	109.4	.0436	2.67	13,934	97,649	96,074	163	41,914	44	42,217	44	90	105
Chattanooga	805.2	.3208	2.63	11,230	446,951	441,573	958	259,504	59	151,873	34	88	88
Cheyenne - Scottsbluff (Sterling)	109.1	.0435	2.59	11,357	76,921	70,317	163	29,871	42	36,909	52	96	75
Chicago	8,389.2	3.3449	2.77	15,676	6,345,861	5,926,943	10,453	2,212,051	37	2,979,069	50	117	112
Chico - Redding	425.5	.1696	2.60	11,699	265,237	244,504	578	92,897	38	131,703	54	81	68
Cincinnati	2,041.8	.8141	2.68	13,469	1,517,039	1,412,134	2,421	617,690	44	638,750	45	104	102
Clarksburg - Weston	279.1	.1117	2.62	9,582	115,984	112,594	337	69,691	62	34,544	31	62	64
Cleveland	3,776.0	1.5055	2.63	13,628	2,481,848	2,287,933	4,769	1,019,471	45	1,059,063	46	96	92
Colorado Springs - Pueblo	637.4	.2538	2.67	11,472	405,265	369,743	889	152,223	41	178,169	48	103	78
Columbia, S.C.	822.9	.3281	2.85	11,754	509,272	496,444	907	235,632	47	185,742	37	97	102
Columbia - Jefferson City	360.0	.1437	2.69	12,013	192,653	181,154	437	93,818	52	72,050	40	87	80
Columbus, Ga.	500.3	.1993	2.77	10,449	262,375	253,287	500	144,472	57	84,255	33	86	97
Columbus - Tupelo	470.8	.1879	2.74	9,319	159,952	155,746	424	101,353	65	41,567	27	63	92
Columbus, Ohio	1,836.6	.7324	2.65	12,767	1,280,438	1,185,591	2,220	592,453	50	487,809	41	116	99
Corpus Christi	504.8	.2012	2.95	10,185	292,218	271,497	663	146,824	54	95,712	35	68	73

28TH ANNUAL RGI

1990 ADI REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Dallas - Ft. Worth	4,661.0	1.8583	2.68	14,533	3,696,426	3,465,087	5,818	1,500,523	43	1,388,124	40	97	113
Davenport - Rock Island - Moline	783.5	.3122	2.59	13,580	495,783	434,234	1,083	205,099	47	194,939	45	87	78
Dayton	1,328.0	.5295	2.65	13,202	874,961	814,135	1,622	425,438	52	315,954	39	101	92
Denver	2,600.5	1.0369	2.54	14,718	2,222,391	2,054,578	4,145	714,578	35	1,031,083	53	107	90
Des Moines	951.5	.3794	2.57	13,055	595,991	541,872	1,292	231,233	43	258,898	48	75	84
Detroit	4,672.7	1.8631	2.71	14,592	3,478,574	3,213,906	5,445	1,324,394	41	1,502,052	47	121	107
Dothan	238.9	.0954	2.68	10,142	130,986	127,635	237	78,487	61	38,277	30	87	88
Duluth - Superior	433.5	.1726	2.54	11,830	263,398	222,417	680	80,977	36	124,629	56	77	64
El Centro - Yuma	220.0	.0877	3.15	9,076	102,007	93,722	231	36,298	39	52,924	56	66	80
El Paso	762.4	.3041	3.23	8,857	374,814	337,253	732	156,795	46	137,100	41	79	90
Elmira	235.8	.0940	2.69	11,779	133,953	121,119	301	41,458	34	63,456	52	73	75
Erie	410.7	.1638	2.69	12,937	267,889	239,486	534	91,023	38	120,306	50	92	82
Eugene	510.8	.2036	2.58	11,383	392,287	363,178	766	145,759	40	192,111	53	103	69
Eureka	144.0	.0574	2.62	12,017	92,139	83,157	260	31,381	38	49,026	59	82	62
Evansville	686.1	.2737	2.62	11,972	361,660	340,400	812	186,765	55	125,178	37	80	89
Fargo	570.9	.2277	2.66	11,336	344,177	289,521	800	133,218	46	146,526	51	82	68
Flagstaff	98.6	.0393	3.22	9,42[illegible]	93,068	86,267	161	34,215	40	46,704	54	108	101
Flint - Saginaw - Bay City	1,233.3	.4918	2.71	12,049	737,922	658,308	1,374	283,008	43	334,594	51	90	87
Florence - Myrtle Beach	415.9	.1658	2.75	10,326	363,488	345,035	681	168,897	49	145,085	42	106	83
Ft. Myers - Naples	651.6	.2598	2.41	14,321	538,446	519,087	853	169,726	33	308,822	59	101	85
Ft. Smith	492.5	.1963	2.63	11,005	254,494	250,363	611	136,941	55	82,738	33	72	74
Ft. Wayne	632.2	.2522	2.72	12,243	394,254	364,974	824	170,629	47	171,923	47	104	87
Fresno - Visalia	1,393.8	.5557	3.11	11,474	762,981	719,453	1,465	313,341	44	356,480	50	82	90
Gainesville	231.0	.0922	2.57	11,878	167,801	160,140	306	59,898	37	86,041	54	87	95
Grand Junction - Durango	153.2	.0611	2.58	12,032	145,675	134,386	231	45,934	34	76,546	57	123	101
Grand Rapids - Kalamazoo - Battle Creek	1,702.5	.6789	2.78	13,190	985,350	911,469	2,010	366,191	40	474,200	52	101	96
Great Falls	168.7	.0674	2.67	10,905	108,736	83,940	277	32,700	39	45,828	55	76	64
Green Bay - Appleton	1,023.5	.4081	2.69	12,349	730,562	630,510	1,375	233,244	37	355,502	56	95	82
Greensboro - Winston-Salem - High Point	1,337.8	.5333	2.54	13,126	864,770	852,502	1,716	407,302	48	318,717	37	100	93
Greenville - New Bern - Washington	697.3	.2782	2.84	9,563	352,393	340,041	734	187,061	55	124,342	37	81	80
Greenville - Spartanburg - Asheville	1,711.6	.6822	2.60	11,476	997,185	981,778	2,041	520,827	53	367,551	37	84	91
Greenwood - Greenville	230.5	.0918	3.05	7,474	76,441	76,078	231	49,014	64	20,566	27	57	70
Hagerstown	122.1	.0487	2.71	11,991	62,935	56,852	137	23,885	42	25,377	45	68	105
Harrisburg - York - Lancaster - Lebanon	1,463.5	.5834	2.68	14,392	965,743	886,206	1,698	332,956	38	480,431	54	91	115
Harrisonburg	238.9	.0953	2.72	11,234	118,375	117,299	278	63,264	54	44,341	38	79	98
Hartford - New Haven	2,474.0	.9864	2.66	16,866	1,977,572	1,865,452	3,422	599,219	32	1,024,488	55	100	104
Helena	47.7	.0190	2.55	12,105	39,036	32,324	91	12,223	38	17,978	56	76	65
Houston	4,052.6	1.6156	2.79	13,729	2,658,660	2,499,613	4,430	1,060,946	42	1,064,177	43	80	121
Huntsville - Decatur - Florence	743.6	.2966	2.62	12,123	425,210	413,222	814	265,023	64	114,552	28	92	97
Idaho Falls - Pocatello	322.3	.1286	3.03	10,819	161,188	147,045	422	65,495	45	73,568	50	75	83
Indianapolis	2,261.3	.9015	2.63	13,049	1,606,307	1,507,704	3,018	800,856	53	535,197	35	123	91
Jackson, Miss.	784.8	.3127	2.82	10,489	359,986	355,478	761	194,724	55	119,508	34	86	105
Jackson, Tenn.	150.2	.0598	2.60	10,904	64,240	62,028	163	34,328	55	22,856	37	71	89
Jacksonville	1,243.6	.4959	2.68	12,856	962,654	913,596	1,508	464,987	51	376,538	41	109	111
Johnstown - Altoona	811.3	.3234	2.67	11,020	437,747	400,436	954	153,516	38	200,554	50	73	69
Jonesboro	186.1	.0742	2.56	10,196	65,699	65,102	208	39,368	60	21,078	32	55	72
Joplin - Pittsburg	353.9	.1409	2.53	10,499	189,882	183,180	550	92,708	51	70,014	38	83	54

1990 ADI REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Kansas City	1,985.8	.7919	2.61	14,496	1,415,326	1,352,663	2,474	656,226	49	546,323	40	102	106
Knoxville	1,096.8	.4375	2.60	11,132	648,610	633,901	1,222	322,510	51	267,240	42	97	97
La Crosse - Eau Claire	473.6	.1888	2.71	11,572	323,112	270,352	642	98,993	37	154,198	57	101	74
Lafayette, Ind.	131.2	.0523	2.86	12,422	96,588	88,644	165	46,089	52	34,359	39	124	97
Lafayette, La.	524.7	.2092	2.85	10,484	259,204	249,219	480	130,780	52	83,907	34	56	101
Lake Charles	228.7	.0913	2.83	11,153	112,092	108,719	208	54,033	50	38,403	35	56	104
Lansing	628.5	.2505	2.77	13,250	399,908	362,070	710	159,298	44	179,319	50	111	104
Laredo	145.1	.0579	3.82	6,224	67,567	66,535	111	30,966	47	25,947	39	65	87
Las Vegas	795.5	.3171	2.58	13,380	672,344	576,528	845	239,378	42	251,156	44	96	420
Laurel - Hattiesburg	264.9	.1057	2.79	9,732	104,061	102,278	267	66,067	65	27,303	27	69	83
Lexington	915.9	.3652	2.67	10,850	575,408	559,768	976	315,184	56	191,583	34	99	98
Lima	109.8	.0438	2.79	11,913	75,633	71,346	169	33,834	47	30,903	43	93	73
Lincoln - Hastings - Kearney	616.4	.2459	2.57	12,400	365,802	319,919	905	147,670	46	149,753	47	90	74
Little Rock	1,193.6	.4760	2.64	11,399	611,634	600,442	1,382	319,584	53	213,756	36	75	88
Los Angeles	13,599.9	5.4224	2.97	15,659	12,281,417	11,693,551	16,866	4,420,039	38	6,066,869	52	131	112
Louisville	1,461.5	.5827	2.65	12,089	952,728	903,364	1,609	505,204	56	321,101	36	103	99
Lubbock	377.9	.1506	2.80	10,370	250,048	231,937	528	113,718	49	88,030	38	80	67
Macon	504.5	.2012	2.79	11,416	275,787	263,935	526	142,202	54	94,773	36	89	104
Madison	698.8	.2785	2.61	13,756	566,213	492,291	1,008	181,969	37	281,284	57	104	89
Mankato	82.3	.0329	2.71	10,730	55,003	46,924	113	17,597	38	26,763	57	61	65
Marquette	151.3	.0603	2.67	10,929	79,181	67,603	208	27,159	40	36,988	55	72	57
McAllen - Brownsville	715.1	.2852	3.65	6,553	270,304	253,625	576	118,106	47	98,884	39	61	74
Medford	349.8	.1395	2.53	10,633	249,131	226,961	565	90,507	40	121,800	54	90	54
Memphis	1,649.6	.6579	2.76	10,916	807,750	790,255	1,688	409,967	52	283,313	36	91	105
Meridian	180.1	.0718	2.75	9,768	65,020	64,007	163	41,851	65	16,940	26	62	94
Miami - Ft. Lauderdale	3,320.7	1.3240	2.61	14,573	2,984,506	2,771,537	4,544	886,254	32	1,561,978	56	117	107
Milwaukee	2,065.9	.8240	2.69	15,182	1,592,783	1,401,641	2,605	532,262	38	739,870	53	109	106
Minneapolis - St. Paul	3,667.3	1.4620	2.67	14,303	2,708,435	2,459,220	4,365	898,443	37	1,302,723	53	105	111
Minot - Bismarck - Dickinson - Glendive	363.1	.1447	2.68	11,596	194,370	156,981	515	74,167	47	77,521	49	78	75
Missoula	188.0	.0750	2.59	11,468	143,813	116,472	335	44,152	38	64,932	56	84	60
Mobile - Pensacola	1,109.0	.4421	2.72	11,856	723,192	681,111	1,255	349,387	51	275,824	40	102	96
Monroe - El Dorado	476.4	.1900	2.82	8,991	205,316	200,625	432	107,830	54	67,055	33	55	87
Montgomery - Selma	578.4	.2307	2.77	10,059	291,156	282,384	541	179,533	64	79,141	28	86	102
Nashville	1,894.9	.7552	2.65	12,504	1,155,775	1,132,346	2,140	581,817	51	459,746	41	107	104
New Orleans	1,664.7	.6637	2.77	11,828	1,282,155	1,198,055	1,940	511,503	43	497,266	42	81	104
New York	18,650.7	7.4366	2.73	17,949	13,800,312	12,835,786	23,966	3,287,486	26	7,072,484	55	97	110
Norfolk - Portsmouth - Newport News - Hampton	1,681.2	.6702	2.80	12,486	1,153,108	1,128,667	2,085	539,221	48	481,433	43	96	97
North Platte	45.0	.0179	2.56	12,406	31,758	29,271	77	13,495	46	13,940	48	101	72
Odessa - Midland	379.0	.1513	2.85	11,932	197,223	183,825	565	91,870	50	69,023	38	60	63
Oklahoma City	1,481.1	.5906	2.60	11,435	974,028	946,665	2,282	454,908	48	342,065	36	94	66
Omaha	945.0	.3769	2.64	13,800	646,104	569,487	1,296	253,099	44	265,967	47	97	88
Orlando - Daytona Beach - Melbourne	2,312.1	.9217	2.55	13,233	2,123,022	2,016,769	2,924	728,871	36	1,103,207	55	122	118
Ottumwa - Kirksville	87.4	.0348	2.58	9,610	35,331	33,553	101	17,515	52	14,276	43	65	62
Paducah - Cape Girardeau - Harrisburg - Marion	866.8	.3460	2.56	10,505	409,278	389,473	1,027	227,224	58	138,774	36	76	68
Palm Springs	1,242.1	.4953	2.91	13,850	796,533	763,610	1,131	340,619	45	392,084	51	101	110
Panama City	253.8	.1011	2.64	9,896	194,869	178,781	338	68,823	38	95,366	53	86	74
Parkersburg	148.4	.0592	2.58	11,657	85,950	82,402	175	49,278	60	25,876	31	83	87
Peoria - Bloomington	586.2	.2337	2.66	14,956	373,801	347,048	812	158,660	46	147,201	42	101	91

24TH ANNUAL RGI

1990
ADI REPORT

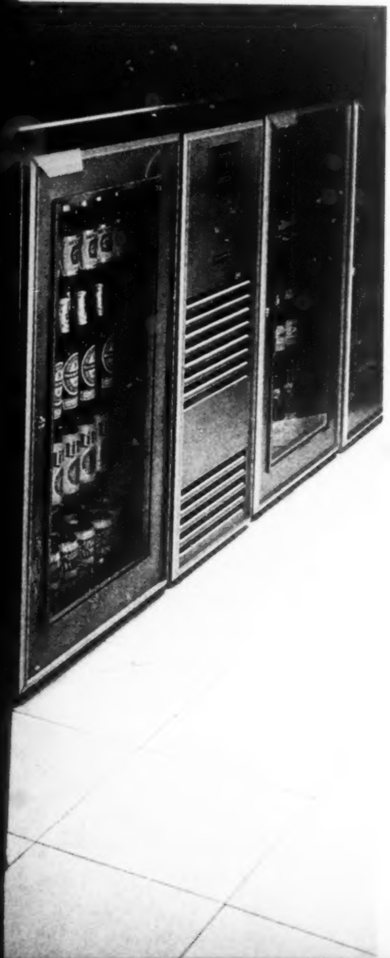
	12/31/90			1990									
					Eating Place		Fast Food		Restaurant				
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Philadelphia	7,181.9	2.8633	2.72	15,743	5,116,706	4,638,668	8,616	1,555,375	34	2,435,890	53	87	134
Phoenix	2,662.7	1.0615	2.65	13,055	1,950,326	1,813,730	3,268	727,896	40	876,612	48	87	105
Pittsburgh	2,950.9	1.1766	2.56	13,439	1,888,142	1,719,940	3,588	657,659	38	853,405	50	90	89
Portland, Ore.	2,226.7	.8878	2.59	13,215	1,886,865	1,719,503	3,103	653,125	38	916,315	53	113	89
Portland - Poland Spring	966.1	.3852	2.61	13,650	893,113	864,093	1,681	299,104	35	502,960	58	95	77
Presque Isle	86.6	.0345	2.78	10,949	37,762	35,137	89	12,634	36	20,047	57	50	88
Providence - New Bedford	1,529.9	.6100	2.67	14,073	1,321,869	1,212,534	2,214	423,095	35	671,860	55	105	82
Quincy - Hannibal	289.0	.1152	2.62	11,133	133,157	113,466	383	60,249	53	46,173	41	70	62
Raleigh - Durham	1,881.3	.7501	2.67	12,298	1,539,498	1,511,505	2,286	755,962	50	595,418	39	127	99
Rapid City	233.6	.0932	2.74	11,801	149,386	132,571	364	52,495	40	73,153	55	88	69
Reno	443.8	.1768	2.57	14,135	341,723	307,686	607	127,266	41	145,098	47	90	274
Richmond	1,149.7	.4585	2.64	14,068	715,269	704,987	1,372	331,649	47	285,661	41	84	110
Roanoke - Lynchburg	1,019.2	.4066	2.60	12,087	561,917	555,681	1,184	265,388	48	231,156	42	80	102
Rochester, N.Y.	962.8	.3837	2.67	15,727	700,616	654,078	1,232	252,226	39	319,709	49	81	108
Rochester - Mason City - Austin	349.1	.1390	2.58	12,718	204,418	188,688	469	74,684	40	100,480	53	82	84
Rockford	412.6	.1645	2.64	14,218	243,727	222,729	523	97,263	44	101,326	45	85	92
Sacramento - Stockton	3,112.0	1.2406	2.79	14,062	2,199,766	2,067,719	3,910	893,643	43	1,045,368	51	99	90
St. Joseph	128.1	.0510	2.58	11,744	75,085	69,384	163	34,030	49	27,663	40	87	77
St. Louis	2,954.7	1.1777	2.65	14,309	2,143,769	1,996,937	3,669	958,331	48	743,455	37	108	102

Silver King is now behind bars.
LIGHTS POWER

24TH ANNUAL RGI

1990
ADI REPORT

	12/31/90			1990									
					Eating Place		Fast Food		Restaurant				
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Salinas - Monterey	633.9	.2528	2.99	14,982	559,636	517,784	940	181,726	35	309,520	60	123	90
Salisbury	248.9	.0993	2.63	11,822	298,032	285,161	539	116,367	41	149,175	52	145	64
Salt Lake City	1,872.7	.7469	3.18	10,356	999,067	961,548	2,099	477,603	50	393,730	41	81	98
San Angelo	134.7	.0536	2.75	11,757	76,478	73,021	179	35,486	49	27,895	38	84	64
San Antonio	1,689.6	.6734	2.90	10,815	1,180,497	1,104,795	2,098	538,423	49	425,528	39	91	81
San Diego	2,562.9	1.0218	2.81	16,067	2,197,424	2,077,818	3,185	803,810	39	1,103,410	53	129	112
San Francisco - Oakland - San Jose	5,879.5	2.3443	2.66	19,060	6,121,603	5,770,879	9,222	1,922,616	33	3,197,986	55	135	109
Santa Barbara - Santa Maria - San Luis Obispo	596.3	.2378	2.79	15,114	559,938	534,435	958	185,720	35	325,707	61	110	82
Sarasota	282.7	.1128	2.21	15,684	302,535	292,192	460	71,613	25	197,265	68	128	73
Savannah	653.6	.2604	2.82	11,141	428,758	412,936	751	218,053	53	156,072	38	97	99
Seattle - Tacoma	3,580.8	1.4277	2.57	15,429	3,236,160	3,025,648	4,941	1,071,520	35	1,708,444	56	110	98
Shreveport - Texarkana	995.5	.3968	2.70	10,566	452,221	441,907	950	236,471	54	159,438	36	65	90
Sioux City	411.4	.1643	2.68	10,812	212,296	183,029	602	81,180	44	89,393	49	70	61
Sioux Falls - Mitchell	580.7	.2314	2.64	11,451	336,115	290,744	887	110,886	38	163,932	56	84	66
South Bend - Elkhart	808.7	.3223	2.72	12,052	493,709	458,870	1,111	228,838	50	188,722	41	101	75
Spokane	831.3	.3310	2.61	11,770	558,183	502,438	1,126	213,572	43	255,341	51	78	77



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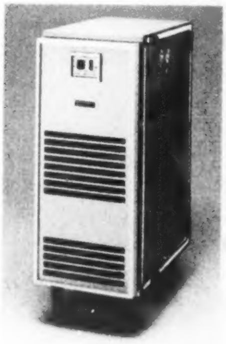

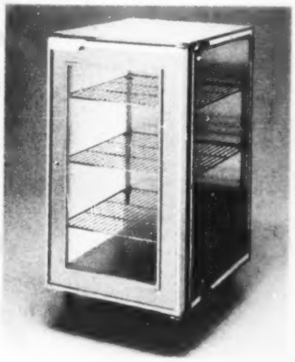

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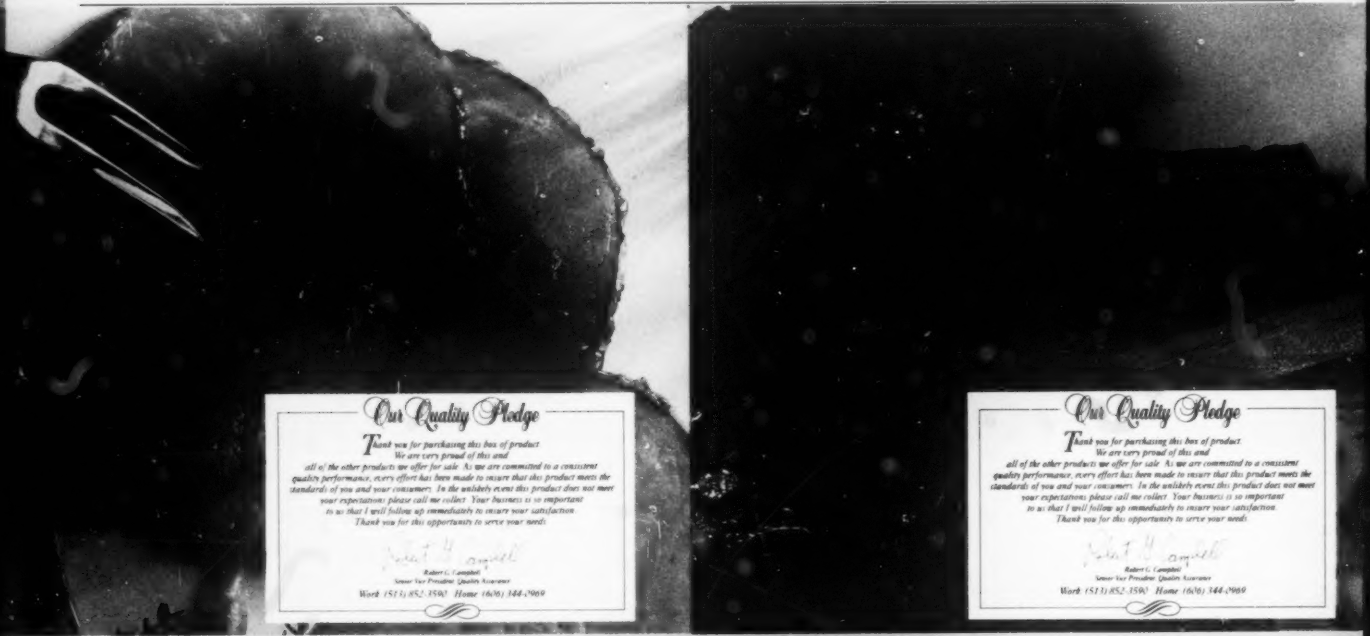
24TH ANNUAL R&I

1990
ADI REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
ADI Name	Population (Thous.)	% Of U.S.	Average House-hold Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Springfield, Mass.	677.4	.2701	2.72	13,634	550,732	496,899	848	164,224	33	291,830	59	104	91
Springfield, Mo.	828.6	.3303	2.57	10,381	428,266	410,786	1,146	214,537	52	161,373	39	82	64
Springfield - Decatur - Champaign	884.3	.3523	2.61	13,293	614,755	557,232	1,189	253,643	46	247,397	44	110	86
Syracuse	962.4	.3836	2.74	13,846	694,862	638,510	1,380	224,878	35	319,766	50	89	85
Tallahassee - Thomasville	535.3	.2135	2.74	11,040	297,532	281,841	544	128,195	45	132,325	47	80	113
Tampa - St. Petersburg	2,948.2	1.1755	2.40	13,621	2,129,050	2,014,255	3,455	786,152	39	1,032,669	51	95	100
Terre Haute	411.7	.1641	2.61	11,414	177,393	161,535	491	86,963	54	62,018	38	79	72
Toledo	1,095.7	.4368	2.71	12,774	712,326	647,801	1,475	289,168	45	299,261	46	97	79
Topeka	405.6	.1614	2.68	12,899	243,654	225,345	566	117,749	52	83,492	37	96	79
Traverse City - Cadillac	480.0	.1914	2.67	10,205	320,089	276,934	837	111,551	40	150,725	54	75	51
Tucson	807.1	.3219	2.60	11,002	506,710	466,440	978	199,019	43	225,351	48	89	84
Tulsa	1,149.8	.4584	2.57	11,314	705,159	684,191	1,561	342,108	50	236,912	35	78	74
Tuscaloosa	151.6	.0604	2.72	10,411	94,197	91,022	171	55,212	61	27,072	30	111	89
Twin Falls	97.4	.0389	2.69	11,704	62,151	58,015	154	26,417	46	28,034	48	100	101
Tyler - Longview - Jacksonville	538.5	.2148	2.68	11,641	318,039	306,893	644	155,012	51	114,348	37	77	72
Utica	377.1	.1503	2.71	12,688	254,897	238,330	525	71,538	30	128,386	54	91	74
Victoria	74.3	.0296	2.84	11,768	44,181	41,836	102	19,296	46	16,394	39	62	65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Robert G. Campbell
Senior Vice President, Quality Assurance
Work (513) 852-3590 Home (606) 344-2969

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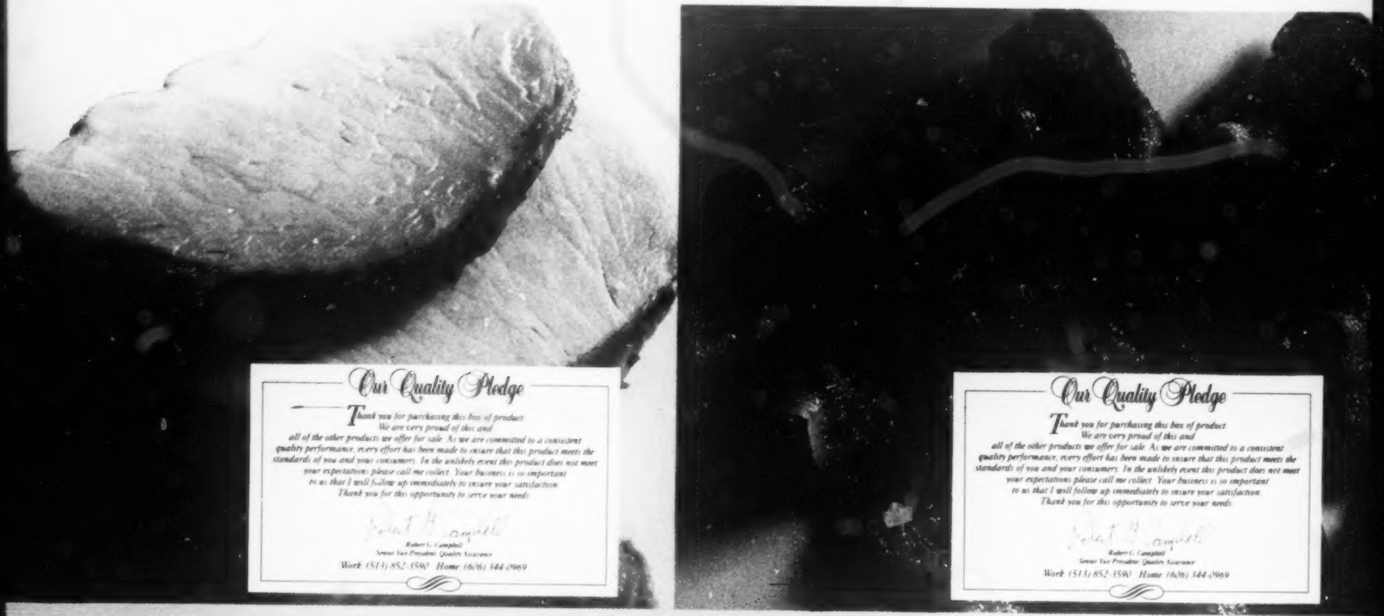
Robert Campbell–Sr. V.P., Quality Assurance

24TH ANNUAL RGI

1990
ADI REPORT

	12/31/90			1990									
						Eating Place		Fast Food		Restaurant			
ADI Name	Population (Thous.)	% Of U.S.	Average Household Size	Per Capita EBI	Eating & Drinking Place Sales ($000)	Sales ($000)	Units	Sales ($000)	Market Share (%)	Sales ($000)	Market Share (%)	RAI	RGI
Waco - Temple - Bryan	708.5	.2824	2.83	10,649	367,332	345,939	783	164,504	48	133,406	39	73	73
Washington, D.C.	4,747.6	1.8926	2.70	18,643	4,115,846	4,006,752	6,158	1,431,780	36	1,970,827	49	119	128
Watertown - Carthage	253.1	.1009	2.93	10,282	156,956	141,625	338	54,962	39	73,444	52	82	62
Wausau - Rhinelander	438.3	.1748	2.71	11,730	291,940	249,097	657	86,409	35	150,553	60	91	67
West Palm Beach - Ft. Pierce - Vero Beach	1,278.2	.5096	2.39	16,803	1,108,583	1,052,770	1,638	322,864	31	654,707	62	107	104
Wheeling - Steubenville	374.3	.1491	2.58	11,336	186,358	167,655	434	92,066	55	61,258	37	71	79
Wichita - Hutchinson	1,103.3	.4401	2.60	13,522	716,944	688,296	1,734	347,262	50	262,536	38	94	74
Wichita Falls - Lawton	413.4	.1648	2.71	10,371	239,324	227,978	543	114,679	50	82,602	36	94	66
Wilkes-Barre - Scranton	1,376.7	.5488	2.62	11,961	798,061	743,152	1,811	297,586	40	369,721	50	78	75
Wilmington	386.8	.1542	2.65	10,082	224,917	220,832	518	118,877	54	81,028	37	89	69
Yakima - Pasco - Richland - Kennewick	482.1	.1923	2.77	11,869	316,275	289,442	579	108,387	37	162,452	56	78	92
Youngstown	718.8	.2865	2.64	12,464	403,980	367,457	934	165,857	45	163,486	44	86	74
Zanesville	82.1	.0327	2.67	10,081	55,726	52,351	105	26,843	51	21,760	42	97	69
Total U.S. ADIs	249,137.4	99.3323	2.70	13,943	179,568,688	168,158,784	315,283	67,811,145	40	80,998,895	48	100	100



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ANNUAL

1990
TOTAL POPULATION

METRO RANKING

Metro Area	Pop. (000)	Rank
Los Angeles - Long Beach	8,967.9	1
New York	8,592.1	2
Chicago	6,077.3	3
Philadelphia	4,886.9	4
Detroit	4,387.9	5
Washington	3,988.4	6
Boston - Lawrence - Salem - Lowell - Brockton	3,791.4	7
Houston	3,331.2	8
Atlanta	2,914.8	9
Riverside - San Bernardino	2,724.0	10
Nassau - Suffolk	2,616.2	11
Dallas	2,602.9	12
San Diego	2,562.9	13
Minneapolis - St. Paul	2,501.4	14
St. Louis	2,456.9	15
Anaheim - Santa Ana	2,451.1	16
Baltimore	2,404.9	17
Phoenix	2,169.7	18
Oakland	2,111.7	19
Tampa - St. Petersburg - Clearwater	2,110.1	20
Pittsburgh	2,047.2	21
Seattle	2,006.7	22
Miami - Hialeah	1,963.0	23
Cleveland	1,825.8	24
Newark	1,822.7	25
Denver	1,633.3	26
San Francisco	1,611.7	27
Kansas City	1,584.7	28
Sacramento	1,523.3	29
San Jose	1,512.9	30
Cincinnati	1,457.8	31
Milwaukee	1,436.8	32
Norfolk - Virginia Beach - Newport News	1,419.4	33
Columbus, Ohio	1,389.7	34
Fort Worth - Arlington	1,361.0	35
San Antonio	1,324.0	36
Fort Lauderdale - Hollywood - Pompano Beach	1,278.4	37
Bergen - Passaic	1,276.9	38
Indianapolis	1,258.1	39
Portland, Ore	1,252.0	40
New Orleans	1,236.3	41
Charlotte - Gastonia - Rock Hill	1,181.4	42
Hartford - New Britain - Middletown - Bristol	1,130.7	43
Orlando	1,104.8	44
Salt Lake City - Ogden	1,083.2	45
Middlesex - Somerset - Hunterdon	1,031.4	46
Rochester, N.Y.	1,004.9	47
Monmouth - Ocean	1,000.9	48
Nashville	997.5	49
Memphis	990.6	50
Buffalo	966.3	51
Oklahoma City	962.1	52
Dayton - Springfield	953.8	53
Louisville	953.0	54
Greensboro - Winston-Salem - High Point	949.6	55
Jacksonville, Fla	927.1	56
Providence - Pawtucket - Woonsocket	921.4	57
Birmingham	911.0	58
West Palm Beach - Boca Raton - Delray Beach	896.4	59
Albany - Schenectady - Troy	879.9	60
Richmond - Petersburg	875.4	61
Honolulu	842.6	62
Bridgeport - Stamford - Norwalk - Danbury	827.1	63
New Haven - Waterbury - Meriden	807.9	64
Austin	798.0	65
Las Vegas	773.4	66
Raleigh - Durham	750.2	67
Scranton - Wilkes-Barre	736.3	68
Worcester - Fitchburg - Leominster	717.5	69
Tulsa	711.0	70
Grand Rapids	696.2	71
Allentown - Bethlehem - Easton	692.3	72
Fresno	682.9	73
Oxnard - Ventura	680.7	74
Tucson	677.9	75
Syracuse	661.0	76
Akron	658.6	77
Greenville - Spartanburg	647.5	78
Omaha	621.3	79
Toledo	614.8	80
Knoxville	608.4	81
Springfield, Mass	606.6	82
Gary - Hammond	603.2	83
El Paso	602.6	84
Tacoma	594.7	85
Harrisburg - Lebanon - Carlisle	591.5	86
Wilmington, Del	584.4	87
Bakersfield	558.9	88
Jersey City	550.9	89
Baton Rouge	528.2	90
Lake County, Ill	525.8	91
Little Rock - North Little Rock	516.1	92
Charleston, S.C.	515.5	93
New Bedford - Fall River - Attleboro	509.1	94
Albuquerque	491.3	95
Stockton	490.6	96
Youngstown - Warren	490.2	97
Mobile	479.4	98
Vallejo - Fairfield - Napa	467.0	99
Wichita	458.6	100
Columbia, S.C.	458.3	101
Johnson City - Kingsport - Bristol	436.4	102
Chattanooga	435.2	103
Lansing - East Lansing	434.5	104
Lancaster	429.6	105
Flint	429.1	106
York	421.6	107
Lakeland - Winter Haven	411.9	108
Melbourne - Titusville - Palm Bay	408.8	109
Colorado Springs	405.0	110
Augusta	400.1	111
Saginaw - Bay City - Midland	398.5	112
Santa Rosa - Petaluma	397.7	113
Jackson, Miss	397.4	114
Des Moines	396.0	115
Canton	394.2	116
Joliet	393.1	117
McAllen - Edinburg - Mission	393.0	118
Modesto	384.4	119
Daytona Beach	379.8	120
Santa Barbara - Santa Maria - Lompoc	373.5	121
Madison	370.4	122
Fort Wayne	365.8	123
Aurora - Elgin	363.4	124
Salinas - Seaside - Monterey	363.1	125
Spokane	362.2	126
Beaumont - Port Arthur	359.1	127
Portsmouth - Dover - Rochester	356.6	128
Lexington-Fayette	351.1	129
Corpus Christi	350.5	130
Pensacola	348.8	131
Davenport - Rock Island - Moline	348.4	132
Fort Myers - Cape Coral	345.2	133
Manchester - Nashua	341.3	134
Reading	338.8	135
Peoria	338.1	136
Shreveport	333.0	137
Trenton	328.1	138
Atlantic City	323.0	139
Visalia - Tulare - Porterville	318.7	140
Appleton - Oshkosh - Neenah	317.5	141
Utica - Rome	316.3	142
Orange County, N.Y.	312.7	143
Huntington - Ashland	310.7	144
Montgomery	294.6	145
Hamilton - Middletown	294.2	146
Ann Arbor	284.8	147
Eugene - Springfield	284.3	148
Rockford	284.2	149
Macon - Warner Robins	284.0	150
Sarasota	282.7	151
Salem, Ore	280.5	152
Evansville	279.2	153
Fayetteville, N.C.	275.8	154
Erie	275.1	155
Lorain - Elyria	271.3	156
Provo - Orem	266.4	157
Binghamton	264.4	158
Brownsville - Harlingen	263.0	159
Poughkeepsie	262.2	160
Reno	260.0	161
Fort Pierce	258.9	162
Killeen - Temple	258.2	163
New London - Norwich	256.2	164
Charleston, W.Va.	249.2	165
South Bend - Mishawaka	247.7	166
Portland, Me	245.3	167
Savannah	244.6	168
Columbus, Ga	244.5	169
Springfield, Mo	243.3	170
Huntsville	242.7	171
Vancouver	242.3	172
Johnstown	239.7	173
Duluth	238.5	174
Tallahassee	237.3	175
Santa Cruz	233.1	176
Boulder - Longmont	227.3	177
Anchorage	226.8	178
Roanoke	224.8	179
Kalamazoo	224.5	180
Lubbock	224.1	181
Hickory - Morganton	223.4	182
Niagara Falls	220.6	183
Galveston - Texas City	218.3	184
Bradenton	215.6	185
Lincoln	215.4	186
Boise	208.1	187
Lafayette, La	208.0	188
Gainesville	206.6	189
Ocala	200.5	190
Biloxi - Gulfport	197.[illegible]	191
Green Bay	196.2	192
Bremerton	194.2	193
St. Cloud	193.1	194
Brazoria	192.7	195
Fort Collins - Loveland	190.7	196
Yakima	190.0	197
Springfield, Ill	189.9	198
Waco	189.9	198
Amarillo	188.0	200
Chico	185.3	201
Beaver County, Pa	185.0	202
Houma - Thibodaux	182.2	203
Merced	181.8	204
Fort Smith	177.3	205
Asheville	175.9	206
Racine	175.6	207
Champaign - Urbana - Rantoul	173.4	208
Clarksville - Hopkinsville	170.6	209
Cedar Rapids	169.3	210
Lake Charles	168.1	211
Olympia	164.5	212
Longview - Marshall	162.0	213
Topeka	162.0	214
Benton Harbor	161.4	215
Muskegon	159.6	216
Athens	158.1	217
Wheeling	157.8	218
Elkhart - Goshen	157.6	219
Naples	157.4	220
Lima	154.6	221
Fargo - Moorhead	154.4	222
Tyler	152.9	223
Redding	151.6	224
Tuscaloosa	151.6	224
Jacksonville, N.C.	151.5	226
Jackson, Mich	150.4	227
Richland - Kennewick - Pasco	150.3	228
Parkersburg - Marietta	148.4	229
Medford	148.0	230
Bangor	147.5	231
Fort Walton Beach	146.9	232
Anderson, S.C.	146.2	233
Waterloo - Cedar Falls	145.4	234
Lynchburg	142.3	235
Monroe	141.9	236
Jamestown - Dunkirk	141.4	237
Steubenville - Weirton	141.2	238
Janesville - Beloit	139.3	239
Pittsfield	139.0	240
Burlington, Vt	138.7	241
Las Cruces	138.6	242
Vineland - Millville - Bridgeton	138.5	243
Eau Claire	138.2	244
Battle Creek	136.1	245
Joplin	135.6	246
Laredo	135.6	246
Charlottesville	132.6	248
Greeley	132.3	249
Dothan	131.9	250
Lafayette - West Lafayette	131.2	251
Florence, Ala	131.1	252
Alexandria, La	131.0	253
Altoona	130.3	254
Terre Haute	130.3	254
Anderson, Ind	130.1	256
Bloomington - Normal	130.1	256
Bellingham	129.6	258
Panama City	129.2	259
Kenosha	129.0	260
Mansfield	126.0	261
Sioux Falls	125.1	262
State College	124.6	263
Yuba City	124.4	264
Pueblo	123.1	265
Bryan - College Station	122.9	266
Hagerstown	122.1	267
Wichita Falls	122.0	268
Wilmington, N.C.	121.4	269
Sharon	120.5	270
Texarkana	120.4	271
Glens Falls	119.6	272
Abilene	119.5	273
Muncie	119.3	274
Williamsport	119.1	275
Santa Fe	118.7	276
Odessa	118.0	277
Anniston	116.2	278
Decatur, Ill	116.2	278
Wausau	115.9	280
Pascagoula	115.1	281
Sioux City	115.0	282
Florence, S.C.	114.8	283
Fayetteville - Springdale	114.6	284
Columbia, Mo	113.1	285
Billings	113.0	286
Albany, Ga	112.3	287
Lawton	111.2	288
Bloomington, Ind	109.6	289
Burlington, N.C.	109.0	290
Yuma	108.9	291
Danville, Va	108.4	292
Rochester, Minn	107.6	293
Midland, Tex	107.4	294
Lewiston - Auburn	106.1	295
Sheboygan	104.2	296
Cumberland	101.3	297
Decatur, Ala	101.1	298
Gadsden	99.7	299
San Angelo	99.3	300
La Crosse	98.4	301
Iowa City	96.9	302
Kokomo	96.3	303
Kankakee	96.0	304
Elmira	95.4	305
Sherman - Denison	95.0	306
Owensboro	87.2	307
Dubuque	86.2	308
Pine Bluff	85.4	309
Bismarck	83.8	310
Lawrence, Kans	82.9	311
St. Joseph	82.8	312
Rapid City	82.4	313
Jackson, Tenn	78.1	314
Great Falls	77.5	315
Victoria	74.3	316
Cheyenne	73.3	317
Grand Forks	71.0	318
Casper	60.2	319
Enid	55.7	320
Total Above Areas	194,994.1	
Percent of U.S.	77.7451	
United States Total	250,812.0	

25TH ANNUAL ROI

1990
PER CAPITA EFFECTIVE BUYING INCOME

METRO RANKING

Metro Area	Per Capita EBI	**Rank**
Bridgeport - Stamford - Norwalk - Danbury	22,365	1
Middlesex - Somerset - Hunterdon	21,808	2
Bergen - Passaic	21,206	3
San Francisco	20,998	4
Trenton	20,704	5
Nassau - Suffolk	20,554	6
Washington	19,862	7
San Jose	19,573	8
Newark	19,188	9
Lake County, Ill	18,978	10
Monmouth - Ocean	18,752	11
West Palm Beach - Boca Raton - Delray Beach	18,191	12
Oakland	18,166	13
Manchester - Nashua	18,063	14
Boston - Lawrence - Salem - Lowell - Brockton	18,006	15
Seattle	17,941	16
Anaheim - Santa Ana	17,931	17
Hartford - New Britain - Middletown - Bristol	17,323	18
Poughkeepsie	17,147	19
Fort Lauderdale - Hollywood - Pompano Beach	16,972	20
New Haven - Waterbury - Meriden	16,798	21
Santa Cruz	16,795	22
Anchorage	16,782	23
Santa Rosa - Petaluma	16,678	24
Oxnard - Ventura	16,387	25
Portsmouth - Dover - Rochester	16,198	26
Denver	16,128	27
Chicago	16,111	28
San Diego	16,067	29
Minneapolis - St. Paul	16,054	30
Philadelphia	15,970	31
New York	15,967	32
Honolulu	15,921	33
Santa Barbara - Santa Maria - Lompoc	15,910	34
Peoria	15,904	35
Kenosha	15,808	36
Sacramento	15,782	37
Milwaukee	15,745	38
Sarasota	15,684	39
Rochester, N.Y	15,627	40
Rochester, Minn	15,580	41
Topeka	15,573	42
Wichita	15,533	43
Portland, Me	15,495	44
Huntsville	15,489	45
Albany - Schenectady - Troy	15,470	46
Wilmington, Del	15,448	47
Lincoln	15,432	48
Los Angeles - Long Beach	15,415	49
Kansas City	15,373	50
Sioux Falls	15,342	51
Dallas	15,340	52
Omaha	15,334	53
Burlington, Vt	15,332	54
Worcester - Fitchburg - Leominster	15,325	55
Binghamton	15,287	56
New London - Norwich	15,285	57
Raleigh - Durham	15,276	58
Atlanta	15,257	59
Richmond - Petersburg	15,202	60
Madison	15,192	61
Cedar Rapids	15,166	62
Reno	15,159	63
Harrisburg - Lebanon - Carlisle	15,156	64
Fort Myers - Cape Coral	15,093	65
Bloomington - Normal	15,068	66
Waterloo - Cedar Falls	15,060	67
Baltimore	15,044	68
Decatur, Ill	15,034	69
St. Louis	15,002	70
Cleveland	14,894	71
Davenport - Rock Island - Moline	14,865	72
Santa Fe	14,860	73
Fort Worth - Arlington	14,809	74
Kalamazoo	14,802	75
Midland, Tex	14,769	76
Aurora - Elgin	14,736	77
Joliet	14,708	78
Portland, Ore	14,676	79
Detroit	14,603	80
Richland - Kennewick - Pasco	14,597	81
Des Moines	14,594	82
Naples	14,550	83
Rockford	14,498	84
Brazoria	14,461	85
Battle Creek	14,452	86
Grand Forks	14,426	87
Cincinnati	14,416	88
Ann Arbor	14,415	89
Allentown - Bethlehem - Easton	14,406	90
Pittsfield	14,352	91
Boulder - Longmont	14,331	92
Syracuse	14,316	93
Orange County, N.Y	14,309	94
Providence - Pawtucket - Woonsocket	14,284	95
Nashville	14,254	96
Jersey City	14,236	97
Austin	14,226	98
Sheboygan	14,201	99
Vallejo - Fairfield - Napa	14,200	100
Bradenton	14,196	101
Buffalo	14,176	102
Pittsburgh	14,[illegible]	103
Salinas - Seaside - Monterey	14,[illegible]	104
Tampa - St. Petersburg - Clearwater	14,073	105
Iowa City	14,028	106
Indianapolis	14,000	107
York	13,973	108
Racine	13,958	109
Houston	13,935	110
Lancaster	13,910	111
Phoenix	13,909	112
Columbia, Mo	13,896	113
Reading	13,872	114
Greensboro - Winston-Salem - High Point	13,833	115
Orlando	13,830	116
Grand Rapids	13,823	117
Atlantic City	13,735	118
Columbia, S.C	13,710	119
Jacksonville, Fla	13,674	120
Boise	13,673	121
Springfield, Mass	13,664	122
Galveston - Texas City	13,649	123
Lansing - East Lansing	13,645	124
Erie	13,610	125
Dayton - Springfield	13,608	126
Rapid City	13,592	127
Springfield, Ill	13,561	128
Charlottesville	13,527	129
Kokomo	13,506	130
Columbus, Ohio	13,490	131
Melbourne - Titusville - Palm Bay	13,477	132
Fort Pierce	13,460	133
Las Vegas	13,459	134
Casper	13,446	135
Riverside - San Bernardino	13,415	136
Charlotte - Gastonia - Rock Hill	13,400	137
Little Rock - North Little Rock	13,399	138
Appleton - Oshkosh - Neenah	13,367	139
Amarillo	13,357	140
Champaign - Urbana - Rantoul	13,330	141
New Bedford - Fall River - Attleboro	13,313	142
Roanoke	13,269	143
Olympia	13,263	144
Lexington-Fayette	13,249	145
Daytona Beach	13,245	146
Beaumont - Port Arthur	13,223	147
Bremerton	13,208	148
Vineland - Millville - Bridgeton	13,192	149
Lawrence, Kans	13,188	150
Toledo	13,183	151
La Crosse	13,175	152
Fort Wayne	13,173	153
Niagara Falls	13,168	154
Akron	13,144	155
Janesville - Beloit	13,133	156
Green Bay	13,046	157
Louisville	13,043	158
Evansville	13,041	159
Miami - Hialeah	13,007	160
Tyler	12,981	161
Vancouver	12,981	161
Bakersfield	12,976	163
Duluth	12,975	164
Charleston, W Va	12,940	165
Fort Walton Beach	12,934	166
Norfolk - Virginia Beach - Newport News	12,932	167
Jackson, Mich	12,917	168
Bismarck	12,884	169
Tallahassee	12,871	170
Saginaw - Bay City - Midland	12,737	171
Lewiston - Auburn	12,726	172
Lorain - Elyria	12,719	173
Sharon	12,709	174
Fargo - Moorhead	12,705	175
Youngstown - Warren	12,701	176
Savannah	12,698	177
Pensacola	12,687	178
Fresno	12,681	179
Baton Rouge	12,671	180
Utica - Rome	12,640	181
Beaver County, Pa	12,638	182
South Bend - Mishawaka	12,599	183
Odessa	12,569	184
Benton Harbor	12,567	185
Glens Falls	12,565	186
Hickory - Morganton	12,563	187
Macon - Warner Robins	12,555	188
Colorado Springs	12,553	189
St. Joseph	12,541	190
San Angelo	12,508	191
Knoxville	12,494	192
Asheville	12,449	193
Lynchburg	12,432	194
Sherman - Denison	12,427	195
Lafayette - West Lafayette	12,422	196
Williamsport	12,413	197
Scranton - Wilkes-Barre	12,400	198
Billings	12,399	199
Tulsa	12,384	200
Elmira	12,328	201
Lakeland - Winter Haven	12,327	202
Bangor	12,321	203
Albuquerque	12,308	204
Kankakee	12,302	205
New Orleans	12,272	206
Memphis	12,221	207
Redding	12,219	208
Birmingham	12,207	209
Canton	12,207	209
Stockton	12,200	211
Springfield, Mo	12,196	212
Wausau	12,169	213
Modesto	12,166	214
Mansfield	12,149	215
Bloomington, Ind	12,146	216
Gainesville	12,143	217
Lafayette, La	12,143	217
Jackson, Miss.	12,140	219
Hamilton - Middletown	12,111	220
Great Falls	12,107	221
Burlington, N.C	12,095	222
Anderson, Ind	12,093	223
Flint	12,052	224
Greenville - Spartanburg	12,045	225
Oklahoma City	12,016	226
Muskegon	12,015	227
Gary - Hammond	11,992	228
Hagerstown	11,991	229
Steubenville - Weirton	11,974	230
Dubuque	11,972	231
Longview - Marshall	11,971	232
Jackson, Tenn	11,963	233
Terre Haute	11,959	234
Elkhart - Goshen	11,955	235
Lima	11,931	236
Jamestown - Dunkirk	11,920	237
Wilmington, N.C	11,907	238
Fort Collins - Loveland	11,887	239
Spokane	11,866	240
Chattanooga	11,829	241
Bellingham	11,827	242
Eau Claire	11,786	243
Victoria	11,768	244
Montgomery	11,764	245
Altoona	11,763	246
Lake Charles	11,761	247
Fayetteville - Springdale	11,747	248
Augusta	11,699	249
Sioux City	11,686	250
Shreveport	11,675	251
Parkersburg - Marietta	11,657	252
Wheeling	11,653	253
Johnson City - Kingsport - Bristol	11,636	254
Muncie	11,610	255
Anderson, S.C	11,602	256
Lubbock	11,592	257
Mobile	11,589	258
Tacoma	11,531	259
Houma - Thibodaux	11,517	260
Yuba City	11,500	261
Biloxi - Gulfport	11,499	262
Chico	11,473	263
Eugene - Springfield	11,456	264
Enid	11,429	265
Charleston, S.C	11,422	266
Danville, Va	11,420	267
San Antonio	11,359	268
Owensboro	11,354	269
Cheyenne	11,335	270
Tucson	11,334	271
State College	11,313	272
Athens	11,291	273
Wichita Falls	11,249	274
Pascagoula	11,220	275
Florence, Ala	11,218	276
Medford	11,113	277
Salt Lake City - Ogden	11,097	278
Waco	11,094	279
Abilene	11,037	280
Cumberland	10,949	281
St. Cloud	10,947	282
Bryan - College Station	10,924	283
Joplin	10,880	284
Albany, Ga	10,850	285
Ocala	10,850	285
Columbus, Ga	10,836	287
Decatur, Ala	10,834	288
Texarkana	10,824	289
Fort Smith	10,789	290
Killeen - Temple	10,756	291
Fayetteville, N.C	10,692	292
Corpus Christi	10,644	293
Dothan	10,584	294
Greeley	10,555	295
Huntington - Ashland	10,512	296
Anniston	10,505	297
Tuscaloosa	10,411	298
Pueblo	10,373	299
Salem, Ore	10,296	300
Lawton	10,255	301
Alexandria, La	10,238	302
Clarksville - Hopkinsville	10,211	303
Yakima	10,201	304
Panama City	10,197	305
Johnstown	10,188	306
Merced	10,100	307
Monroe	9,976	308
Pine Bluff	9,956	309
Visalia - Tulare - Porterville	9,882	310
Florence, S.C	9,837	311
Gadsden	9,770	312
El Paso	8,916	313
Las Cruces	8,828	314
Yuma	8,327	315
Jacksonville, N.C	8,147	316
Provo - Orem	7,899	317
Brownsville - Harlingen	7,048	318
McAllen - Edinburg - Mission	6,479	319
Laredo	6,258	320
Total Above Areas	14,854	
United States Total	13,952	

24TH ANNUAL RGI

1990
EATING PLACE SALES

METRO RANKING

Metro Area	Sales($000)	Rank
Los Angeles - Long Beach	7,652,508	1
New York	6,035,834	2
Chicago	4,686,444	3
Boston - Lawrence - Salem - Lowell - Brockton	3,758,379	4
Washington	3,569,072	5
Detroit	2,979,067	6
Philadelphia	2,961,796	7
Anaheim - Santa Ana	2,657,310	8
Atlanta	2,619,897	9
San Francisco	2,281,121	10
Dallas	2,234,639	11
Houston	2,140,054	12
San Diego	2,077,818	13
Seattle	1,990,491	14
Minneapolis - St Paul	1,937,225	15
Nassau - Suffolk	1,922,245	16
St Louis	1,815,024	17
Oakland	1,668,581	18
Baltimore	1,646,976	19
Riverside - San Bernardino	1,612,402	20
Phoenix	1,606,303	21
Tampa - St Petersburg - Clearwater	1,552,506	22
Miami - Hialeah	1,468,678	23
Honolulu	1,354,970	24
San Jose	1,350,879	25
Pittsburgh	1,335,430	26
Denver	1,305,119	27
Cleveland	1,220,785	28
Orlando	1,192,418	29
Kansas City	1,177,701	30
Cincinnati	1,172,371	31
Fort Lauderdale - Hollywood - Pompano Beach	1,171,983	32
Newark	1,166,305	33
Sacramento	1,159,866	34
Portland, Ore	1,083,617	35
Milwaukee	1,030,543	36
Columbus, Ohio	1,016,076	37
New Orleans	1,015,338	38
Norfolk - Virginia Beach - Newport News	1,003,595	39
Indianapolis	988,930	40
San Antonio	980,904	41
Raleigh - Durham	965,861	42
Bergen - Passaic	957,323	43
Fort Worth - Arlington	931,298	44
Hartford - New Britain - Middletown - Bristol	921,448	45
Charlotte - Gastonia - Rock Hill	825,132	46
West Palm Beach - Boca Raton - Delray Beach	798,149	47
Nashville	796,855	48
Jacksonville, Fla	746,600	49
Oklahoma City	732,125	50
Louisville	706,020	51
Middlesex - Somerset - Hunterdon	679,151	52
Greensboro - Winston-Salem - High Point	677,550	53
Providence - Pawtucket - Woonsocket	674,193	54
Rochester, N Y	669,198	55
Salt Lake City - Ogden	662,262	56
Austin	656,786	57
Monmouth - Ocean	652,119	58
Bridgeport - Stamford - Norwalk - Danbury	651,299	59
Buffalo	649,634	60
Dayton - Springfield	635,213	61
Albany - Schenectady - Troy	621,822	62
Richmond - Petersburg	620,018	63
Memphis	592,610	64
New Haven - Waterbury - Meriden	585,252	65
Birmingham	572,827	66
Las Vegas	571,564	67
Worcester - Fitchburg - Leominster	516,514	68
Oxnard - Ventura	510,404	69
Tulsa	500,819	70
Syracuse	481,313	71
Springfield, Mass	457,201	72
Knoxville	451,672	73
Scranton - Wilkes-Barre	446,327	74
Omaha	442,486	75
Greenville - Spartanburg	436,579	76
Fresno	427,293	77
Tucson	425,178	78
Akron	424,748	79
Grand Rapids	420,097	80
Toledo	417,835	81
Albuquerque	408,691	82
Allentown - Bethlehem - Easton	407,505	83
New Bedford - Fall River - Attleboro	404,939	84
Tacoma	402,192	85
Atlantic City	397,132	86
Wilmington, Del	379,335	87
Columbia, S C	367,242	88
Charleston, S C	364,110	89
Wichita	360,200	90
Harrisburg - Lebanon - Carlisle	358,442	91
Anchorage	352,719	92
Lake County, Ill	349,727	93
Portsmouth - Dover - Rochester	342,372	94
Little Rock - North Little Rock	339,725	95
Santa Barbara - Santa Maria - Lompoc	334,524	96
Lexington-Fayette	320,009	97
Gary - Hammond	314,766	98
Fort Myers - Cape Coral	312,640	99
Bakersfield	309,384	100
Salinas - Seaside - Monterey	307,850	101
Baton Rouge	304,140	102
Stockton	302,281	103
Manchester - Nashua	301,776	104
Des Moines	298,981	105
Melbourne - Titusville - Palm Bay	297,117	106
Madison	295,713	107
Vallejo - Fairfield - Napa	294,359	108
Daytona Beach	293,830	109
Sarasota	292,192	110
Santa Rosa - Petaluma	287,809	111
Spokane	287,493	112
Lancaster	286,640	113
Mobile	284,705	114
Lansing - East Lansing	274,763	115
Chattanooga	272,973	116
Augusta	272,498	117
El Paso	272,006	118
Portland, Me	269,136	119
Youngstown - Warren	268,809	120
Flint	254,277	121
Colorado Springs	254,157	122
Jackson, Miss	247,712	123
Fort Wayne	247,236	124
Saginaw - Bay City - Midland	241,134	125
Davenport - Rock Island - Moline	238,277	126
York	237,031	127
Ann Arbor	234,839	128
Jersey City	234,530	129
Modesto	229,874	130
Johnson City - Kingsport - Bristol	229,848	131
Trenton	228,076	132
Canton	224,720	133
Lakeland - Winter Haven	223,215	134
Reading	223,137	135
Shreveport	220,309	136
Pensacola	218,340	137
Corpus Christi	208,870	138
Aurora - Elgin	208,394	139
Eugene - Springfield	208,210	140
Beaumont - Port Arthur	205,590	141
Appleton - Oshkosh - Neenah	200,635	142
Peoria	200,370	143
New London - Norwich	195,551	144
Montgomery	195,133	145
Boulder - Longmont	194,518	146
Santa Cruz	194,438	147
Macon - Warner Robins	192,938	148
Evansville	190,768	149
Utica - Rome	190,505	150
Orange County, N Y	189,910	151
Savannah	188,545	152
Huntsville	180,604	153
Roanoke	180,533	154
Lubbock	179,955	155
Salem, Ore	179,365	156
Springfield, Mo	178,948	157
Fort Pierce	176,073	158
Reno	175,899	159
Rockford	173,687	160
Erie	171,525	161
Charleston, W Va	168,307	162
Tallahassee	166,776	163
Binghamton	164,980	164
Kalamazoo	164,144	165
South Bend - Mishawaka	163,330	166
Poughkeepsie	162,379	167
Joliet	161,304	168
Amarillo	160,083	169
Columbus, Ga	159,[illegible]19	170
Bradenton	159,[illegible]7	171
Lafayette, La	159,[illegible]	172
Gainesville	157,[illegible]	173
Huntington - Ashland	156,2[illegible]	[illegible]74
Fayetteville, N C	151,044	[illegible]5
Springfield, Ill	145,590	176
Asheville	145,585	177
Hamilton - Middletown	144,925	178
Lincoln	142,534	179
Hickory - Morganton	142,061	180
Galveston - Texas City	142,021	181
Green Bay	141,945	182
Boise	141,744	183
Naples	141,629	184
Panama City	139,674	185
Fort Walton Beach	139,130	186
Vancouver	138,050	187
Champaign - Urbana - Rantoul	137,540	188
Burlington, Vt	133,763	189
Niagara Falls	132,038	190
Cedar Rapids	131,704	191
McAllen - Edinburg - Mission	131,124	192
Fort Collins - Loveland	129,698	193
Biloxi - Gulfport	128,973	194
Pittsfield	128,307	195
Visalia - Tulare - Porterville	125,096	196
Ocala	125,084	197
Wilmington, N C	124,031	198
Duluth	123,012	199
Waco	122,412	200
Topeka	122,294	201
Fort Smith	120,791	202
Lorain - Elyria	116,823	203
Killeen - Temple	116,152	204
Chico	114,471	205
Tyler	113,706	206
Brownsville - Harlingen	113,620	207
Medford	112,950	208
Fargo - Moorhead	109,925	209
Racine	108,350	210
Monroe	108,346	211
Bloomington - Normal	106,820	212
Yakima	105,664	213
Benton Harbor	105,545	214
Wichita Falls	105,510	215
Olympia	105,299	216
Longview - Marshall	102,899	217
Santa Fe	102,698	218
Athens	99,778	219
Charlottesville	98,387	220
Bangor	97,803	221
Johnstown	97,770	222
Sioux Falls	97,304	223
Elkhart - Goshen	96,645	224
Richland - Kennewick - Pasco	96,094	225
Dothan	96,093	226
Lima	94,405	227
Billings	94,131	228
Muskegon	93,599	229
St Cloud	93,339	230
Bellingham	92,987	231
Lynchburg	92,963	232
Glens Falls	91,932	233
Bremerton	91,300	234
Houma - Thibodaux	91,252	235
Lake Charles	91,091	236
Tuscaloosa	91,022	237
Clarksville - Hopkinsville	90,619	238
State College	89,814	239
Provo - Orem	89,353	240
Lafayette - West Lafayette	88,644	241
Redding	87,554	242
Wheeling	86,742	243
Janesville - Beloit	86,600	244
Eau Claire	86,300	245
Joplin	83,673	246
Waterloo - Cedar Falls	83,259	247
Parkersburg - Marietta	82,402	248
Abilene	82,354	249
Brazoria	81,897	250
Battle Creek	80,652	251
La Crosse	80,556	252
Anderson, S C	78,715	253
Beaver County, Pa	78,682	254
Rochester, Minn	78,284	255
Altoona	77,866	256
Terre Haute	76,907	257
Decatur, Ill	76,290	258
Bloomington, Ind	76,165	259
Jacksonville, N C	76,057	260
Jackson, Mich	75,869	261
Mansfield	74,742	262
Iowa City	74,227	263
Columbia, Mo	73,795	264
Sioux City	73,126	265
Burlington, N C	73,107	266
Pueblo	73,089	267
Muncie	73,051	268
Anniston	70,287	269
Lewiston - Auburn	70,001	270
Florence, Ala	69,685	271
Bryan - College Station	68,815	272
Alexandria, La	68,735	273
Kenosha	68,692	274
Merced	68,685	275
Albany, Ga	67,351	276
Anderson, Ind	67,086	277
Kokomo	67,048	278
Odessa	66,859	279
Rapid City	66,163	280
Texarkana	65,637	281
Florence, S C	65,557	282
Wausau	65,555	283
Jamestown - Dunkirk	64,682	284
Laredo	64,346	285
Fayetteville - Springdale	63,092	286
Midland, Tex	62,254	287
Dubuque	61,534	288
Decatur, Ala	60,079	289
San Angelo	59,495	290
Greeley	59,148	291
Williamsport	58,243	292
Las Cruces	58,129	293
Lawton	57,273	294
Hagerstown	56,852	295
Elmira	56,644	296
Lawrence, Kans	56,586	297
Vineland - Millville - Bridgeton	56,176	298
Cumberland	56,010	299
Danville, Va	55,865	300
Sharon	55,833	301
Sheboygan	54,607	302
St Joseph	54,454	303
Owensboro	54,383	304
Steubenville - Weirton	54,363	305
Bismarck	54,008	306
Yuba City	53,025	307
Great Falls	52,333	308
Pascagoula	51,412	309
Cheyenne	50,699	310
Gadsden	50,166	311
Sherman - Denison	49,198	312
Kankakee	48,720	313
Yuma	48,315	314
Grand Forks	43,571	315
Jackson, Tenn	42,449	316
Victoria	41,836	317
Pine Bluff	39,946	318
Casper	39,178	319
Enid	32,010	320
Total Above Areas	144,555,826	
Percent of U S	84.7830	
United States Total	170,500,875	

24TH ANNUAL ROI

1990
EATING PLACE UNITS

METRO RANKING

Metro Area	Units	Rank
Los Angeles - Long Beach	11,139	1
New York	10,730	2
Chicago	7,679	3
Philadelphia	5,394	4
Boston - Lawrence - Salem - Lowell - Brockton	5,339	5
Washington	5,252	6
Detroit	5,075	7
Atlanta	4,126	8
Nassau - Suffolk	3,674	9
Houston	3,647	10
Anaheim - Santa Ana	3,519	11
Dallas	3,460	12
San Francisco	3,450	13
San Diego	3,185	14
St. Louis	3,121	15
Seattle	2,956	16
Minneapolis - St. Paul	2,844	17
Oakland	2,798	18
Baltimore	2,739	19
Phoenix	2,649	20
Tampa - St. Petersburg - Clearwater	2,595	21
Pittsburgh	2,588	22
Riverside - San Bernardino	2,520	23
Miami - Hialeah	2,399	24
Denver	2,336	25
Cleveland	2,310	26
Newark	2,203	27
Sacramento	2,115	28
San Jose	2,054	29
Kansas City	1,989	30
Fort Lauderdale - Hollywood - Pompano Beach	1,926	31
Cincinnati	1,838	32
Milwaukee	1,770	33
Norfolk - Virginia Beach - Newport News	1,759	34
Columbus, Ohio	1,757	35
Portland, Ore	1,743	36
Indianapolis	1,734	37
Bergen - Passaic	1,711	38
San Antonio	1,700	39
Oklahoma City	1,594	40
Fort Worth - Arlington	1,584	41
Hartford - New Britain - Middletown - Bristol	1,567	42
Charlotte - Gastonia - Rock Hill	1,542	43
New Orleans	1,524	44
Orlando	1,464	45
Buffalo	1,456	46
Monmouth - Ocean	1,327	47
Providence - Pawtucket - Woonsocket	1,293	48
Honolulu	1,281	49
Greensboro - Winston-Salem - High Point	1,278	50
Rochester, N.Y	1,272	51
Albany - Schenectady - Troy	1,267	52
Nashville	1,266	53
Salt Lake City - Ogden	1,212	54
West Palm Beach - Boca Raton - Delray Beach	1,207	55
Jacksonville, Fla	1,205	56
Middlesex - Somerset - Hunterdon	1,203	57
Bridgeport - Stamford - Norwalk - Danbury	1,201	58
Austin	1,152	59
Dayton - Springfield	1,150	60
Richmond - Petersburg	1,145	61
Louisville	1,136	62
New Haven - Waterbury - Meriden	1,109	63
Raleigh - Durham	1,091	64
Memphis	1,070	65
Tulsa	1,026	66
Scranton - Wilkes-Barre	1,009	67
Birmingham	986	68
Syracuse	957	69
Worcester - Fitchburg - Leominster	887	70
Allentown - Bethlehem - Easton	861	71
Akron	835	72
Toledo	827	73
Las Vegas	826	74
Tucson	822	75
Knoxville	810	76
Omaha	808	77
Greenville - Spartanburg	803	78
Oxnard - Ventura	779	79
Atlantic City	776	80
Fresno	768	81
Grand Rapids	768	81
Springfield, Mass	757	83
Gary - Hammond	756	84
Wichita	737	85
Harrisburg - Lebanon - Carlisle	731	86
Albuquerque	717	87
New Bedford - Fall River - Attleboro	666	88
Lake County, Ill	661	89
Wilmington, Del	650	90
Little Rock - North Little Rock	644	91
Tacoma	637	92
Youngstown - Warren	631	93
Columbia, S.C	588	94
Bakersfield	582	95
Santa Barbara - Santa Maria - Lompoc	578	96
Charleston, S.C	576	97
Jersey City	572	98
Colorado Springs	564	99
Chattanooga	560	100
El Paso	557	101
Baton Rouge	543	102
Santa Rosa - Petaluma	543	102
Des Moines	539	104
Canton	534	105
Madison	533	106
Stockton	533	106
Mobile	522	108
Flint	513	109
Melbourne - Titusville - Palm Bay	513	109
Daytona Beach	507	111
Fort Wayne	504	112
Salinas - Seaside - Monterey	504	112
Vallejo - Fairfield - Napa	499	114
Lansing - East Lansing	497	115
Portsmouth - Dover - Rochester	496	116
Fort Myers - Cape Coral	492	117
Lexington-Fayette	478	118
Spokane	478	118
Lancaster	474	120
Davenport - Rock Island - Moline	473	121
York	473	121
Corpus Christi	472	123
Reading	463	124
Johnson City - Kingsport - Bristol	462	125
Peoria	462	125
Sarasota	460	127
Jackson, Miss	453	128
Manchester - Nashua	450	129
Trenton	443	130
Utica - Rome	434	131
Augusta	430	132
Lakeland - Winter Haven	430	132
Portland, Me	429	134
Eugene - Springfield	425	135
Aurora - Elgin	418	136
Orange County, N.Y	415	137
Saginaw - Bay City - Midland	413	138
Modesto	394	139
Santa Cruz	394	139
Boulder - Longmont	393	141
Joliet	390	142
Pensacola	390	142
Evansville	388	144
Appleton - Oshkosh - Neenah	385	145
Poughkeepsie	383	146
Beaumont - Port Arthur	380	147
Salem, Ore	379	148
Ann Arbor	370	149
Rockford	368	150
Niagara Falls	366	151
New London - Norwich	359	152
South Bend - Mishawaka	357	153
Shreveport	353	154
Erie	351	155
Anchorage	349	156
Huntington - Ashland	343	157
Macon - Warner Robins	343	157
Roanoke	343	157
Visalia - Tulare - Porterville	341	160
Hickory - Morganton	340	161
Duluth	338	162
Reno	335	163
Charleston, W.Va	328	164
Springfield, Mo	326	165
Lubbock	325	166
Savannah	319	167
Binghamton	315	168
Amarillo	314	169
Lorain - Elyria	310	170
Kalamazoo	309	171
Montgomery	305	172
Boise	299	173
Fort Pierce	297	174
Huntsville	297	174
McAllen - Edinburg - Mission	296	176
Fayetteville, N.C	288	177
Lincoln	288	177
Columbus, Ga	281	179
Hamilton - Middletown	279	180
Gainesville	276	181
Killeen - Temple	274	182
Fort Collins - Loveland	271	183
Springfield, Ill	270	184
Galveston - Texas City	265	185
Glens Falls	259	186
Vancouver	258	187
Tallahassee	257	188
Green Bay	255	189
Asheville	253	190
Johnstown	253	190
Pittsfield	250	192
Brownsville - Harlingen	248	193
Fort Smith	247	194
Biloxi - Gulfport	246	195
Lima	246	195
Topeka	245	197
Champaign - Urbana - Rantoul	244	198
Longview - Marshall	244	198
Waco	241	200
Panama City	240	201
Lafayette, La	235	202
Naples	235	202
Bradenton	234	204
Fort Walton Beach	234	204
Cedar Rapids	232	206
Provo - Orem	232	206
Wilmington, N.C	231	208
Benton Harbor	230	209
Redding	229	210
Chico	227	211
Burlington, Vt	224	212
Medford	223	213
Racine	221	214
Ocala	216	215
Elkhart - Goshen	212	216
St. Cloud	212	216
Fargo - Moorhead	211	218
Muskegon	208	219
Yakima	207	220
Billings	204	221
Bellingham	200	222
Jamestown - Dunkirk	199	223
Bloomington - Normal	196	224
Joplin	194	225
Monroe	193	226
Athens	190	227
Battle Creek	189	228
Clarksville - Hopkinsville	189	228
Olympia	189	228
Eau Claire	188	231
Waterloo - Cedar Falls	188	231
Wheeling	187	233
Janesville - Beloit	186	234
Santa Fe	186	234
Brazoria	185	236
Lynchburg	182	237
Odessa	182	237
Richland - Kennewick - Pasco	181	239
Beaver County, Pa	180	240
Tyler	180	240
Wichita Falls	180	240
Sioux Falls	179	243
Bangor	177	244
Charlottesville	177	244
Parkersburg - Marietta	175	246
Bremerton	174	247
Houma - Thibodaux	173	248
Mansfield	173	248
Terre Haute	173	248
Tuscaloosa	171	251
Altoona	170	252
Jackson, Mich	169	253
Pueblo	169	253
Anderson, S.C	167	255
Lafayette - West Lafayette	165	256
Lake Charles	165	256
Steubenville - Weirton	165	256
State College	162	259
Dothan	160	260
Florence, Ala	160	260
Merced	160	260
Abilene	159	263
Sioux City	159	263
Bloomington, Ind	158	265
La Crosse	157	266
Burlington, N.C	156	267
Kenosha	156	267
Sharon	155	269
Fayetteville - Springdale	153	270
Las Cruces	153	270
Midland, Tex	153	270
Williamsport	151	273
Vineland - Millville - Bridgeton	150	274
Decatur, Ill	149	275
Wausau	148	276
Cumberland	146	277
Anderson, Ind	145	278
Bryan - College Station	145	278
Jacksonville, N.C	143	280
Kokomo	142	281
Lawton	141	282
Albany, Ga	140	283
Columbia, Mo	140	283
Rapid City	139	285
Muncie	138	286
Hagerstown	137	287
Texarkana	135	288
Greeley	133	289
Danville, Va	132	290
Florence, S.C	131	291
Alexandria, La	129	292
Dubuque	129	292
Lewiston - Auburn	129	292
Great Falls	128	295
Rochester, Minn	128	295
Yuba City	127	297
Pascagoula	121	298
San Angelo	121	298
Elmira	120	300
Sherman - Denison	120	300
Owensboro	114	302
Sheboygan	114	302
Anniston	113	304
Iowa City	112	305
Yuma	112	305
St. Joseph	110	307
Decatur, Ala	109	308
Kankakee	109	308
Gadsden	106	310
Bismarck	103	311
Enid	103	311
Victoria	102	313
Cheyenne	101	314
Laredo	101	314
Casper	100	316
Grand Forks	95	317
Lawrence, Kans	95	317
Pine Bluff	95	317
Jackson, Tenn	89	320
Total Above Areas	248,752	
Percent of U.S	78.2781	
United States Total	317,780	

24TH ANNUAL RGI

1990
FAST FOOD SALES

METRO RANKING

Metro Area	Sales($000)	**Rank**
Los Angeles - Long Beach	2,755,377	1
Chicago	1,670,514	2
New York	1,359,403	3
Detroit	1,226,665	4
Washington	1,210,868	5
Atlanta	1,204,411	6
Anaheim - Santa Ana	1,006,703	7
Boston - Lawrence - Salem - Lowell - Brockton	997,432	8
Philadelphia	962,051	9
Dallas	894,815	10
Houston	877,822	11
St. Louis	859,267	12
San Diego	803,810	13
Riverside - San Bernardino	774,080	14
Minneapolis - St. Paul	708,544	15
Baltimore	686,234	16
Seattle	684,070	17
Oakland	648,014	18
Phoenix	645,618	19
Tampa - St. Petersburg - Clearwater	583,418	20
San Francisco	579,199	21
Kansas City	562,363	22
Indianapolis	523,629	23
Cleveland	516,902	24
San Jose	515,246	25
Columbus, Ohio	505,333	26
Sacramento	501,504	27
Cincinnati	495,675	28
Pittsburgh	489,003	29
Nassau - Suffolk	488,799	30
Honolulu	481,178	31
Miami - Hialeah	472,412	32
Norfolk - Virginia Beach - Newport News	470,189	33
San Antonio	465,457	34
Raleigh - Durham	457,326	35
Denver	447,634	36
Fort Worth - Arlington	435,900	37
Charlotte - Gastonia - Rock Hill	427,378	38
New Orleans	411,911	39
Portland, Ore	403,592	40
Orlando	401,292	41
Milwaukee	397,672	42
Louisville	384,108	43
Nashville	378,369	44
Jacksonville, Fla	373,569	45
Fort Lauderdale - Hollywood - Pompano Beach	355,179	46
Newark	351,606	47
Salt Lake City - Ogden	338,943	48
Oklahoma City	336,711	49
Dayton - Springfield	332,776	50
Birmingham	313,432	51
Greensboro - Winston-Salem - High Point	312,279	52
Austin	286,147	53
Memphis	287,752	54
Richmond - Petersburg	285,924	55
Hartford - New Britain - Middletown - Bristol	285,758	56
Bergen - Passaic	263,372	57
Rochester, N.Y	259,082	58
Buffalo	258,949	59
Tulsa	240,321	60
Las Vegas	236,985	61
Greenville - Spartanburg	232,743	62
Providence - Pawtucket - Woonsocket	227,596	63
West Palm Beach - Boca Raton - Delray Beach	223,089	64
Middlesex - Somerset - Hunterdon	216,957	65
Oxnard - Ventura	215,240	66
Knoxville	206,084	67
Fresno	202,509	68
Albany - Schenectady - Troy	202,029	69
Omaha	195,012	70
New Haven - Waterbury - Meriden	189,264	71
Akron	188,027	72
Monmouth - Ocean	185,289	73
Tucson	182,654	74
Scranton - Wilkes-Barre	176,982	75
Toledo	176,330	76
Wichita	173,669	77
Bridgeport - Stamford - Norwalk - Danbury	172,564	78
Columbia, S.C	172,323	79
Little Rock - North Little Rock	172,233	80
Worcester - Fitchburg - Leominster	172,091	81
Albuquerque	171,578	82
Syracuse	163,911	83
Grand Rapids	163,863	84
Bakersfield	160,305	85
Lexington-Fayette	158,743	86
Gary - Hammond	155,719	87
New Bedford - Fall River - Attleboro	155,524	88
Wilmington, Del	155,350	89
Tacoma	154,732	90
Springfield, Mass	152,990	91
Chattanooga	152,455	92
Mobile	152,251	93
Baton Rouge	152,048	94
Harrisburg - Lebanon - Carlisle	149,657	95
Charleston, S.C	149,209	96
Stockton	145,886	97
Allentown - Bethlehem - Easton	143,646	98
Johnson City - Kingsport - Bristol	142,298	99
Augusta	141,745	100
Vallejo - Fairfield - Napa	136,352	101
Lake County, Ill	129,456	102
El Paso	127,515	103
Atlantic City	126,660	104
Jackson, Miss	124,972	105
Spokane	124,374	106
Youngstown - Warren	123,628	107
Des Moines	123,471	108
Lansing - East Lansing	123,130	109
Flint	120,732	110
Daytona Beach	120,089	111
Pensacola	118,864	112
Montgomery	118,359	113
Shreveport	113,969	114
Melbourne - Titusville - Palm Bay	113,070	115
Anchorage	112,519	116
Madison	112,247	117
Colorado Springs	111,316	118
Santa Barbara - Santa Maria - Lompoc	110,283	119
Corpus Christi	109,934	120
Huntsville	109,546	121
Lakeland - Winter Haven	108,801	122
Davenport - Rock Island - Moline	108,612	123
Canton	107,763	124
Fort Wayne	106,284	125
Beaumont - Port Arthur	104,016	126
Santa Rosa - Petaluma	102,897	127
Salinas - Seaside - Monterey	101,917	128
Portsmouth - Dover - Rochester	100,255	129
Charleston, W.Va	100,100	130
Evansville	99,313	131
Manchester - Nashua	98,929	132
Ann Arbor	97,729	133
Macon - Warner Robins	97,380	134
Saginaw - Bay City - Midland	96,785	135
Portland, Me	96,769	136
Savannah	95,169	137
Peoria	93,424	138
Huntington - Ashland	93,000	139
York	91,591	140
Lancaster	89,965	141
Fort Myers - Cape Coral	88,729	142
Modesto	87,440	143
Aurora - Elgin	84,946	144
Springfield, Mo	84,932	145
South Bend - Mishawaka	84,922	146
Jersey City	83,325	147
Lubbock	83,003	148
Eugene - Springfield	82,355	149
Columbus, Ga	80,731	150
Appleton - Oshkosh - Neenah	79,599	151
Fayetteville, N.C	79,020	152
Roanoke	78,794	153
Reading	77,836	154
Asheville	76,166	155
Biloxi - Gulfport	75,930	156
Lafayette, La	75,407	157
Reno	75,027	158
Hickory - Morganton	74,321	159
Santa Cruz	73,960	160
Amarillo	73,836	161
Sarasota	71,613	162
Trenton	71,325	163
Salem, Ore	70,945	164
Rockford	70,798	165
Boulder - Longmont	69,821	166
Hamilton - Middletown	68,726	167
Kalamazoo	68,310	168
New London - Norwich	67,333	169
Joliet	65,751	170
Galveston - Texas City	65,504	171
Lincoln	65,135	172
Wilmington, N.C	64,890	173
Fort Smith	64,745	174
Fort Pierce	64,567	175
Topeka	63,542	176
Boise	63,112	177
Erie	62,292	178
Tallahassee	61,155	179
McAllen - Edinburg - Mission	60,479	180
Springfield, Ill	59,348	181
Bradenton	58,527	182
Dothan	58,286	183
Cedar Rapids	58,149	184
Gainesville	57,807	185
Waco	56,460	186
Champaign - Urbana - Rantoul	56,064	187
Lorain - Elyria	55,400	188
Tuscaloosa	55,212	189
Fargo - Moorhead	54,371	190
Green Bay	53,845	191
Killeen - Temple	53,576	192
Utica - Rome	52,990	193
Orange County, N.Y	52,824	194
Tyler	52,445	195
Brownsville - Harlingen	52,406	196
Naples	51,936	197
Wheeling	51,805	198
Monroe	51,381	199
Panama City	51,218	200
Vancouver	51,129	201
Fort Walton Beach	51,017	202
Athens	50,378	203
Elkhart - Goshen	50,249	204
Parkersburg - Marietta	49,278	205
Wichita Falls	48,665	206
Visalia - Tulare - Porterville	47,583	207
Longview - Marshall	47,463	208
Clarksville - Hopkinsville	47,036	209
Fort Collins - Loveland	46,554	210
Lafayette - West Lafayette	46,089	211
Binghamton	45,890	212
Ocala	45,868	213
Provo - Orem	45,797	214
Duluth	45,343	215
Poughkeepsie	45,166	216
Santa Fe	45,150	217
Lima	44,769	218
Medford	44,676	219
Benton Harbor	43,924	220
Bloomington - Normal	43,543	221
Chico	43,541	222
Houma - Thibodaux	43,275	223
Lake Charles	43,199	224
Charlottesville	42,952	225
Anniston	42,633	226
Florence, Ala	42,268	227
Decatur, Ala	42,010	228
Racine	41,100	229
Lynchburg	40,577	230
Terre Haute	39,987	231
Jacksonville, N.C	39,789	232
Joplin	39,711	233
Bloomington, Ind	39,601	234
Sioux Falls	39,575	235
Yakima	39,136	236
Olympia	38,999	237
Muskegon	38,951	238
Anderson, S.C	38,807	239
Burlington, N.C	38,247	240
Abilene	37,984	241
Muncie	37,982	242
Brazoria	37,775	243
Billings	37,042	244
Waterloo - Cedar Falls	36,760	245
Niagara Falls	36,728	246
Pittsfield	36,312	247
Burlington, Vt	36,178	248
Richland - Kennewick - Pasco	35,589	249
Johnstown	35,505	250
Mansfield	35,443	251
Bangor	35,166	252
Columbia, Mo	35,023	253
Anderson, Ind	34,880	254
Kokomo	34,861	255
Bellingham	34,440	256
St. Cloud	34,406	257
Fayetteville - Springdale	34,191	258
Albany, Ga	33,993	259
Bremerton	33,816	260
Battle Creek	33,565	261
Redding	33,303	262
Janesville - Beloit	32,849	263
Iowa City	32,772	264
Eau Claire	32,736	265
State College	32,616	266
Alexandria, La	32,597	267
Florence, S.C	32,321	268
Sioux City	32,283	269
Bryan - College Station	31,739	270
Jackson, Mich	31,573	271
Decatur, Ill	31,098	272
Owensboro	30,850	273
Odessa	30,838	274
La Crosse	30,557	275
Gadsden	30,428	276
Texarkana	30,283	277
Pascagoula	30,267	278
Laredo	29,679	279
Lawrence, Kans	29,401	280
Rochester, Minn	28,859	281
Midland, Tex	28,714	282
Beaver County, Pa	28,574	283
Lawton	28,523	284
Altoona	28,277	285
San Angelo	27,441	286
Dubuque	27,168	287
Rapid City	26,909	288
Bismarck	26,620	289
Pueblo	26,234	290
Merced	26,126	291
Kenosha	26,057	292
St. Joseph	25,844	293
Steubenville - Weirton	25,747	294
Glens Falls	25,571	295
Las Cruces	25,557	296
Lewiston - Auburn	25,167	297
Jamestown - Dunkirk	25,084	298
Wausau	24,868	299
Danville, Va	24,385	300
Hagerstown	23,885	301
Cumberland	23,664	302
Sherman - Denison	22,692	303
Jackson, Tenn	21,932	304
Pine Bluff	21,646	305
Grand Forks	21,479	306
Greeley	21,231	307
Williamsport	21,151	308
Cheyenne	20,848	309
Sheboygan	20,714	310
Great Falls	20,593	311
Sharon	20,277	312
Yuba City	20,170	313
Kankakee	19,858	314
Victoria	19,296	315
Yuma	19,163	316
Vineland - Millville - Bridgeton	17,585	317
Casper	16,111	318
Enid	15,943	319
Elmira	15,755	320
Total Above Areas	56,193,596	
Percent of U.S	81.9162	
United States Total	68,598,869	

24TH ANNUAL RGI

1990 RESTAURANT SALES

METRO RANKING

Metro Area	Sales($000)	Rank
Los Angeles - Long Beach	4,050,288	1
New York	3,398,650	2
Chicago	2,410,171	3
Boston - Lawrence - Salem - Lowell - Brockton	2,182,655	4
Washington	1,792,144	5
Philadelphia	1,537,658	6
Anaheim - Santa Ana	1,387,626	7
Detroit	1,386,949	8
San Francisco	1,382,897	9
Seattle	1,116,285	10
San Diego	1,103,410	11
Atlanta	1,060,154	12
Nassau - Suffolk	1,055,561	13
Minneapolis - St. Paul	1,002,524	14
Houston	930,888	15
Dallas	922,594	16
Oakland	862,028	17
Tampa - St. Petersburg - Clearwater	808,670	18
Miami - Hialeah	772,179	19
Phoenix	764,307	20
Riverside - San Bernardino	745,339	21
Fort Lauderdale - Hollywood - Pompano Beach	723,316	22
San Jose	698,752	23
Baltimore	685,354	24
Orlando	684,650	25
Pittsburgh	675,528	26
Denver	673,033	27
St. Louis	671,951	28
Honolulu	640,136	29
Sacramento	578,104	30
Portland, Ore	570,078	31
Cleveland	569,376	32
Newark	560,570	33
Cincinnati	540,692	34
Milwaukee	526,553	35
West Palm Beach - Boca Raton - Delray Beach	519,737	36
Hartford - New Britain - Middletown - Bristol	496,587	37
Bergen - Passaic	494,769	38
Kansas City	478,931	39
New Orleans	437,952	40
Norfolk - Virginia Beach - Newport News	435,146	41
Columbus, Ohio	417,193	42
Monmouth - Ocean	411,552	43
Raleigh - Durham	395,641	44
San Antonio	383,912	45
Providence - Pawtucket - Woonsocket	380,419	46
Bridgeport - Stamford - Norwalk - Danbury	375,431	47
Middlesex - Somerset - Hunterdon	371,089	48
Fort Worth - Arlington	362,338	49
Nashville	348,530	50
Albany - Schenectady - Troy	340,164	51
Indianapolis	339,547	52
New Haven - Waterbury - Meriden	328,628	53
Rochester, N.Y	326,487	54
Jacksonville, Fla	309,802	55
Buffalo	309,002	56
Charlotte - Gastonia - Rock Hill	305,229	57
Worcester - Fitchburg - Leominster	284,605	58
Austin	282,055	59
Oklahoma City	274,308	60
Springfield, Mass	266,076	61
Oxnard - Ventura	261,233	62
Louisville	257,970	63
Salt Lake City - Ogden	255,197	64
Greensboro - Winston-Salem - High Point	254,541	65
Richmond - Petersburg	252,842	66
Atlantic City	251,179	67
Las Vegas	248,585	68
Dayton - Springfield	243,579	69
Syracuse	238,308	70
Scranton - Wilkes-Barre	225,445	71
Grand Rapids	225,239	72
Tacoma	224,789	73
Memphis	222,440	74
Portsmouth - Dover - Rochester	214,002	75
Knoxville	211,487	76
New Bedford - Fall River - Attleboro	208,589	77
Santa Barbara - Santa Maria - Lompoc	207,843	78
Akron	206,158	79
Omaha	204,222	80
Tucson	203,013	81
Fort Myers - Cape Coral	199,422	82
Salinas - Seaside - Monterey	197,771	83
Toledo	197,753	84
Sarasota	197,265	85
Fresno	196,214	86
Albuquerque	195,089	87
Allentown - Bethlehem - Easton	193,657	88
Birmingham	189,092	89
Wilmington, Del	184,209	90
Lake County, Ill	179,231	91
Tulsa	178,877	92
Lancaster	178,646	93
Harrisburg - Lebanon - Carlisle	176,332	94
Manchester - Nashua	175,625	95
Charleston, S.C	173,603	96
Madison	165,326	97
Greenville - Spartanburg	159,941	98
Santa Rosa - Petaluma	154,413	99
Portland, Me	153,569	100
Vallejo - Fairfield - Napa	150,391	101
Daytona Beach	149,900	102
Melbourne - Titusville - Palm Bay	146,093	103
Stockton	143,181	104
Wichita	140,085	105
Spokane	139,708	106
Anchorage	139,020	107
Lansing - East Lansing	135,923	108
Des Moines	135,625	109
Bakersfield	135,386	110
Saginaw - Bay City - Midland	131,906	111
Gary - Hammond	131,626	112
Columbia, S.C	130,578	113
Fort Wayne	128,148	114
Reading	127,749	115
Little Rock - North Little Rock	125,265	116
York	123,470	117
Lexington-Fayette	122,061	118
Modesto	121,316	119
Trenton	119,826	120
Jersey City	119,224	121
Youngstown - Warren	117,157	122
Colorado Springs	115,613	123
Ann Arbor	115,103	124
Flint	114,186	125
Eugene - Springfield	108,717	126
Baton Rouge	108,688	127
New London - Norwich	108,037	128
El Paso	107,383	129
Davenport - Rock Island - Moline	106,814	130
Canton	106,573	131
Mobile	104,984	132
Utica - Rome	103,603	133
Orange County, N.Y	103,279	134
Santa Cruz	102,614	135
Appleton - Oshkosh - Neenah	102,184	136
Boulder - Longmont	101,433	137
Chattanooga	99,557	138
Aurora - Elgin	98,702	139
Lakeland - Winter Haven	97,691	140
Fort Pierce	95,066	141
Salem, Ore	93,654	142
Augusta	92,535	143
Jackson, Miss	90,685	144
Tallahassee	90,048	145
Binghamton	89,721	146
Poughkeepsie	88,307	147
Erie	87,663	148
Bradenton	86,178	149
Pensacola	86,144	150
Gainesville	85,113	151
Burlington, Vt	85,007	152
Pittsfield	83,554	153
Rockford	82,263	154
Shreveport	82,215	155
Peoria	80,989	156
Reno	80,584	157
Kalamazoo	80,452	158
Roanoke	79,365	159
Green Bay	77,279	160
Vancouver	76,665	161
Naples	76,470	162
Joliet	76,397	163
Panama City	75,414	164
Fort Walton Beach	75,121	165
Corpus Christi	74,663	166
Beaumont - Port Arthur	73,968	167
Evansville	73,840	168
Macon - Warner Robins	72,426	169
Niagara Falls	71,806	170
Springfield, Mo	71,437	171
Savannah	70,782	172
Lubbock	70,516	173
Springfield, Ill	68,956	174
Boise	67,683	175
Fort Collins - Loveland	67,631	176
Ocala	67,536	177
Visalia - Tulare - Porterville	66,019	178
Lincoln	65,844	179
Duluth	65,318	180
Champaign - Urbana - Rantoul	65,142	181
Johnson City - Kingsport - Bristol	64,945	182
South Bend - Mishawaka	63,308	183
Hamilton - Middletown	62,773	184
Amarillo	62,727	185
Cedar Rapids	61,376	186
Chico	60,412	187
Columbus, Ga	59,865	188
Racine	58,990	189
Medford	58,976	190
Yakima	58,680	191
Olympia	58,477	192
Lafayette, La	58,295	193
Montgomery	58,036	194
Bangor	55,805	195
Fayetteville, N.C	55,685	196
Galveston - Texas City	55,652	197
Huntsville	53,716	198
Asheville	53,672	199
Charleston, W.Va	53,377	200
Richland - Kennewick - Pasco	53,366	201
Fargo - Moorhead	52,689	202
Hickory - Morganton	52,370	203
Sioux Falls	52,253	204
Benton Harbor	51,731	205
Bellingham	51,641	206
McAllen - Edinburg - Mission	51,382	207
Bremerton	50,703	208
Lorain - Elyria	50,600	209
Bloomington - Normal	50,593	210
Billings	50,439	211
Glens Falls	49,996	212
Johnstown	49,966	213
St. Cloud	49,566	214
Huntington - Ashland	49,493	215
Waco	47,969	216
Santa Fe	47,459	217
Janesville - Beloit	47,149	218
Eau Claire	46,984	219
Redding	46,206	220
State College	45,901	221
Muskegon	45,875	222
Wilmington, N.C	45,725	223
Killeen - Temple	45,513	224
Topeka	45,217	225
Tyler	44,557	226
Brownsville - Harlingen	44,523	227
La Crosse	43,858	228
Charlottesville	43,262	229
Rochester, Minn	41,573	230
Wichita Falls	41,344	231
Fort Smith	41,085	232
Lima	40,890	233
Lynchburg	40,868	234
Longview - Marshall	40,320	235
Beaver County, Pa	40,212	236
Lewiston - Auburn	39,943	237
Altoona	39,795	238
Monroe	39,722	239
Battle Creek	39,529	240
Waterloo - Cedar Falls	38,800	241
Biloxi - Gulfport	38,537	242
Pueblo	38,111	243
Athens	37,464	244
Elkhart - Goshen	37,460	245
Kenosha	37,398	246
Jackson, Mich	37,185	247
Merced	36,248	248
Decatur, Ill	36,133	249
Wausau	35,690	250
Rapid City	35,531	251
Clarksville - Hopkinsville	35,471	252
Provo - Orem	35,226	253
Iowa City	34,589	254
Lafayette - West Lafayette	34,359	255
Sioux City	34,076	256
Jamestown - Dunkirk	33,520	257
Houma - Thibodaux	33,456	258
Joplin	33,402	259
Lake Charles	33,395	260
Mansfield	32,373	261
Abilene	32,271	262
Brazoria	32,092	263
Anderson, S.C	31,301	264
Greeley	30,842	265
Elmira	30,805	266
Vineland - Millville - Bridgeton	29,978	267
Terre Haute	29,808	268
Williamsport	29,766	269
Sheboygan	29,730	270
Bloomington, Ind	29,521	271
Columbia, Mo	29,460	272
Dubuque	28,676	273
Dothan	28,579	274
Sharon	28,534	275
Muncie	28,315	276
Great Falls	28,043	277
Jacksonville, N.C	28,039	278
Yuba City	27,983	279
Cheyenne	27,569	280
Wheeling	27,304	281
Tuscaloosa	27,072	282
Bryan - College Station	26,965	283
Burlington, N.C	26,952	284
Las Cruces	26,863	285
Odessa	26,199	286
Yuma	26,154	287
Florence, S.C	26,068	288
Anderson, Ind	26,002	289
Kokomo	25,987	290
Bismarck	25,937	291
Parkersburg - Marietta	25,876	292
Texarkana	25,722	293
Hagerstown	25,377	294
Albany, Ga	25,280	295
Laredo	25,214	296
Alexandria, La	25,200	297
Cumberland	24,915	298
Danville, Va	24,559	299
Midland, Tex	24,394	300
Steubenville - Weirton	23,578	301
San Angelo	23,312	302
Kankakee	23,075	303
St. Joseph	21,739	304
Fayetteville - Springdale	21,690	305
Casper	21,305	306
Grand Forks	20,930	307
Lawrence, Kans	20,922	308
Anniston	20,905	309
Florence, Ala	20,725	310
Lawton	20,278	311
Sherman - Denison	19,278	312
Owensboro	19,010	313
Jackson, Tenn	16,703	314
Victoria	16,394	315
Pascagoula	15,362	316
Gadsden	14,920	317
Decatur, Ala	14,504	318
Pine Bluff	13,732	319
Enid	11,333	320
Total Above Areas	70,412,656	
Percent of U.S	85.6877	
United States Total	82,173,569	

24TH ANNUAL RAI

1990
RESTAURANT ACTIVITY INDEX

METRO RANKING

Metro Area	RAI	Rank
Honolulu	209	1
Raleigh - Durham	191	2
San Francisco	182	3
Santa Fe	161	4
Wichita Falls	160	5
Bloomington - Normal	156	6
Salinas - Seaside - Monterey	156	6
Fort Walton Beach	155	8
Anchorage	151	9
Anniston	151	9
Anaheim - Santa Ana	150	11
Orlando	149	12
Kalamazoo	144	13
La Crosse	144	13
Ann Arbor	143	15
Indianapolis	143	15
Lexington-Fayette	142	17
Nashville	141	18
Atlanta	139	19
Abilene	136	20
Atlantic City	136	20
Clarksville - Hopkinsville	135	22
San Jose	135	22
Albuquerque	134	24
Champaign - Urbana - Rantoul	134	24
Los Angeles - Long Beach	131	26
Montgomery	130	27
New York	130	27
Cheyenne	129	29
San Diego	129	29
Portland, Ore	128	31
Sarasota	128	31
Columbus, Ohio	127	33
Jacksonville, N C	127	33
Chicago	126	35
Boston - Lawrence - Salem - Lowell - Brockton	125	36
Knoxville	125	36
Lafayette - West Lafayette	124	38
Springfield, Ill	124	38
Washington	124	38
Wilmington, N C	124	38
Columbia, S C	123	42
Jackson, Miss	123	42
Grand Rapids	122	44
Jacksonville, Fla	122	44
Lansing - East Lansing	122	44
Seattle	122	44
State College	122	44
Detroit	120	49
Kenosha	119	50
Madison	119	50
Colorado Springs	118	52
Huntsville	118	52
West Palm Beach - Boca Raton - Delray Beach	118	52
Athens	117	55
Bloomington, Ind	117	55
Fort Wayne	117	55
Louisville	117	55
Fort Lauderdale - Hollywood - Pompano Beach	116	59
Minneapolis - St. Paul	116	59
Dothan	115	61
Fort Myers - Cape Coral	115	61
Greensboro - Winston-Salem - High Point	115	61
Hartford - New Britain - Middletown - Bristol	115	61
Miami - Hialeah	115	61
Oxnard - Ventura	115	61
Cincinnati	114	67
Kokomo	114	67
Muskegon	114	67
Springfield, Mo	114	67
Terre Haute	114	67
Decatur, Ala	113	72
Jackson, Mich	113	72
Macon - Warner Robins	113	72
Savannah	113	72
Columbia, Mo	112	76
Decatur, Ill	112	76
Memphis	112	76
Panama City	112	76
St. Louis	112	76
Wichita	112	76
Benton Harbor	111	82
Dallas	111	82
Medford	111	82
Milwaukee	111	82
Oakland	111	82
Saginaw - Bay City - Midland	111	82
Tuscaloosa	111	82
Green Bay	110	89
Lawrence, Kans	110	89
Melbourne - Titusville - Palm Bay	110	89
Asheville	109	92
Muncie	109	92
Oklahoma City	109	92
Birmingham	108	95
Evansville	108	95
Fayetteville, N C	108	95
Stockton	108	95
Tacoma	108	95
Biloxi - Gulfport	107	100
Charlotte - Gastonia - Rock Hill	107	100
Kansas City	107	100
Pittsfield	107	100
Sacramento	107	100
Santa Barbara - Santa Maria - Lompoc	107	100
Springfield, Mass	107	100
Tallahassee	107	100
Baltimore	106	108
Columbus, Ga	106	108
Dayton - Springfield	106	108
Denver	106	108
Lake County, Ill	106	108
Portland, Me	106	108
Worcester - Fitchburg - Leominster	106	108
Burlington, Vt	105	115
Elkhart - Goshen	105	115
Boulder - Longmont	104	117
Cedar Rapids	104	117
New London - Norwich	104	117
Norfolk - Virginia Beach - Newport News	104	117
Roanoke	104	117
Sioux Falls	104	117
Toledo	104	117
Topeka	104	117
Appleton - Oshkosh - Neenah	103	125
Augusta	103	125
Cleveland	103	125
Lincoln	103	125
Providence - Pawtucket - Woonsocket	103	125
South Bend - Mishawaka	103	125
Vallejo - Fairfield - Napa	103	125
Charleston, S C	102	132
Chattanooga	102	132
Lubbock	102	132
Omaha	102	132
Pensacola	102	132
Akron	101	137
Bismarck	101	137
Fargo - Moorhead	101	137
Fort Collins - Loveland	101	137
San Antonio	101	137
Tampa - St. Petersburg - Clearwater	101	137
Eugene - Springfield	100	143
Peoria	100	143
Racine	100	143
Riverside - San Bernardino	100	143
Salem, Ore	100	143
Flint	99	148
Little Rock - North Little Rock	99	148
Amarillo	98	150
Bradenton	98	150
Davenport - Rock Island - Moline	98	150
Daytona Beach	98	150
Naples	98	150
Pittsburgh	98	150
Reading	98	150
Johnson City - Kingsport - Bristol	97	157
Las Cruces	97	157
Las Vegas	97	157
Rapid City	97	157
Rochester, Minn	97	157
St. Joseph	97	157
Harrisburg - Lebanon - Carlisle	96	163
New Bedford - Fall River - Attleboro	96	163
Spokane	96	163
Tyler	96	163
Chico	95	167
Dubuque	95	167
Elmira	95	167
Gainesville	95	167
Lawton	95	167
Mobile	95	167
Owensboro	95	167
Santa Cruz	95	167
Tucson	95	167
Grand Forks	94	176
Iowa City	94	176
Richmond - Petersburg	94	176
Rockford	94	176
Syracuse	94	176
Eau Claire	93	181
Fresno	93	181
Greenville - Spartanburg	93	181
Hickory - Morganton	93	181
Waterloo - Cedar Falls	93	181
Wausau	93	181
Battle Creek	92	187
Gary - Hammond	92	187
Lima	92	187
Mansfield	92	187
New Orleans	92	187
Phoenix	92	187
Portsmouth - Dover - Rochester	92	187
Vancouver	92	187
Youngstown - Warren	92	187
Boise	91	196
Fort Pierce	91	196
Great Falls	91	196
Joliet	91	196
Shreveport	91	196
Trenton	91	196
Aurora - Elgin	90	202
Bergen - Passaic	90	202
Burlington, N C	90	202
Charleston, W Va	90	202
Erie	90	202
Joplin	90	202
Lancaster	90	202
Modesto	90	202
Ocala	90	202
St. Cloud	90	202
Santa Rosa - Petaluma	90	202
Tulsa	90	202
Wilmington, Del	90	202
Austin	89	215
New Haven - Waterbury - Meriden	89	215
San Angelo	89	215
Bakersfield	88	218
Des Moines	88	218
Manchester - Nashua	88	218
Utica - Rome	88	218
Waco	88	218
Anderson, Ind	87	223
Binghamton	87	223
Bridgeport - Stamford - Norwalk - Danbury	87	223
Fort Worth - Arlington	87	223
Hamilton - Middletown	87	223
Lynchburg	87	223
Pascagoula	87	223
Albany - Schenectady - Troy	86	230
Buffalo	86	230
Charlottesville	86	230
Cumberland	86	230
Pueblo	86	230
Salt Lake City - Ogden	86	230
Scranton - Wilkes-Barre	86	230
Texarkana	86	230
York	86	230
Beaumont - Port Arthur	85	239
Canton	85	239
Enid	85	239
Huntington - Ashland	85	239
Kankakee	85	239
Monroe	85	239
Niagara Falls	85	239
Billings	84	246
Fort Smith	84	246
Houston	84	246
Olympia	84	246
Parkersburg - Marietta	83	250
Philadelphia	83	250
Reno	83	250
Lakeland - Winter Haven	82	253
Sheboygan	82	253
Gadsden	81	255
Glens Falls	81	255
Janesville - Beloit	81	255
Lorain - Elyria	81	255
Newark	81	255
Rochester, N Y	81	255
Sharon	81	255
Florence, Ala	80	262
Lafayette, La	80	262
Middlesex - Somerset - Hunterdon	80	262
Sioux City	80	262
Allentown - Bethlehem - Easton	79	266
Jackson, Tenn	79	266
Killeen - Temple	79	266
Longview - Marshall	79	266
Nassau - Suffolk	79	266
Wheeling	79	266
Bellingham	78	272
Duluth	78	272
Richland - Kennewick - Pasco	78	272
Bryan - College Station	77	275
Casper	77	275
El Paso	77	275
Monmouth - Ocean	76	278
Yakima	76	278
Corpus Christi	75	280
Anderson, S C	74	281
Beaver County, Pa	74	281
Florence, S C	74	281
Greeley	74	281
Albany, Ga	73	285
Bremerton	73	285
Pine Bluff	73	285
Yuma	73	285
Danville, Va	72	289
Brownsville - Harlingen	70	290
Poughkeepsie	70	290
Redding	70	290
Galveston - Texas City	69	293
Merced	69	293
Altoona	68	295
Fayetteville - Springdale	68	295
Hagerstown	68	295
Jersey City	68	295
Lewiston - Auburn	68	295
Provo - Orem	68	295
Orange County, N Y	67	301
Alexandria, La	66	302
Bangor	66	302
Laredo	66	302
Steubenville - Weirton	66	302
Williamsport	66	302
Johnstown	65	307
Sherman - Denison	64	308
Jamestown - Dunkirk	63	309
Odessa	63	309
Midland, Tex	62	311
Victoria	62	311
Baton Rouge	61	313
McAllen - Edinburg - Mission	59	314
Visalia - Tulare - Porterville	59	314
Lake Charles	57	316
Brazoria	56	317
Houma - Thibodaux	56	317
Yuba City	56	317
Vineland - Millville - Bridgeton	50	320
Total Above Areas	107	
United States Total	100	

24TH ANNUAL RGI

1990 RESTAURANT GROWTH INDEX

METRO RANKING

Metro Area	RGI	Rank
Las Vegas	425	1
Reno	328	2
Atlantic City	316	3
Honolulu	151	4
Orlando	149	5
Rochester, Minn	141	6
Middlesex - Somerset - Hunterdon	138	7
Minneapolis - St. Paul	137	8
Washington	135	9
Tallahassee	133	10
Brazoria	132	11
San Jose	127	12
Ann Arbor	126	13
Houston	126	13
Newark	126	13
Dallas	124	16
Wilmington, Del	124	16
Manchester - Nashua	122	18
Trenton	122	18
Anchorage	121	20
Baltimore	120	21
Huntsville	120	21
Memphis	120	21
Miami - Hialeah	120	21
Philadelphia	120	21
Harrisburg - Lebanon - Carlisle	119	26
Bismarck	118	27
Chicago	118	27
Grand Rapids	118	27
Iowa City	118	27
Lancaster	118	27
Baton Rouge	117	32
Boston - Lawrence - Salem - Lowell - Brockton	117	32
Richland - Kennewick - Pasco	117	32
Bergen - Passaic	115	35
Kansas City	115	35
Milwaukee	115	35
Nashville	115	35
Phoenix	115	35
Anaheim - Santa Ana	114	40
Fort Worth - Arlington	113	41
Hartford - New Britain - Middletown - Bristol	112	42
Jersey City	112	42
Los Angeles - Long Beach	112	42
Montgomery	112	42
Oxnard - Ventura	112	42
San Diego	112	42
West Palm Beach - Boca Raton - Delray Beach	112	42
Beaumont - Port Arthur	111	49
Lafayette, La	111	49
Lansing - East Lansing	111	49
New York	111	49
Seattle	111	49
Binghamton	110	54
Jacksonville, Fla	110	54
Raleigh - Durham	110	54
Richmond - Petersburg	110	54
Atlanta	109	58
Augusta	109	58
Cincinnati	109	58
York	109	58
Madison	108	62
New Orleans	108	62
Omaha	108	62
Riverside - San Bernardino	108	62
St. Louis	108	62
Sheboygan	108	62
Sioux Falls	108	62
Aurora - Elgin	107	69
Charlottesville	107	69
Jackson, Miss	107	69
Joliet	107	69
Lake County, Ill	107	69
Lexington-Fayette	107	69
Lincoln	107	69
Oakland	107	69
Rochester, N.Y.	107	69
Bremerton	106	78
Bridgeport - Stamford - Norwalk - Danbury	106	78
Charleston, S.C.	106	78
Saginaw - Bay City - Midland	106	78
Columbus, Ohio	105	82
Denver	105	82
Detroit	105	82
Florence, S.C	105	82
Hagerstown	105	82
Jackson, Tenn	105	82
Lake Charles	105	82
Louisville	105	82
Pensacola	105	82
San Francisco	105	82
Appleton - Oshkosh - Neenah	104	92
Columbia, S.C	104	92
Decatur, Ill	104	92
Pascagoula	104	92
Portland, Ore	104	92
Salinas - Seaside - Monterey	104	92
Salt Lake City - Ogden	104	92
Vallejo - Fairfield - Napa	104	92
Birmingham	103	100
Galveston - Texas City	103	100
Kalamazoo	103	100
Charlotte - Gastonia - Rock Hill	102	103
Des Moines	102	103
Gainesville	102	103
Macon - Warner Robins	102	103
Peoria	102	103
Savannah	102	103
Tampa - St. Petersburg - Clearwater	102	103
Bakersfield	101	110
Beaver County, Pa	101	110
Burlington, Vt.	101	110
Cleveland	101	110
Grand Forks	101	110
Houma - Thibodaux	101	110
Indianapolis	101	110
Norfolk - Virginia Beach - Newport News	101	110
Green Bay	100	118
Knoxville	100	118
Lakeland - Winter Haven	100	118
Little Rock - North Little Rock	100	118
Nassau - Suffolk	100	118
Shreveport	100	118
Anniston	99	124
Cedar Rapids	99	124
Dayton - Springfield	99	124
New Haven - Waterbury - Meriden	99	124
New London - Norwich	99	124
Portsmouth - Dover - Rochester	99	124
Worcester - Fitchburg - Leominster	99	124
Alexandria, La	98	131
Fort Wayne	98	131
Hamilton - Middletown	98	131
Kenosha	98	131
Vineland - Millville - Bridgeton	98	131
Albany, Ga	97	136
El Paso	97	136
Lafayette - West Lafayette	97	136
Poughkeepsie	97	136
Rockford	97	136
Springfield, Mo	97	136
Allentown - Bethlehem - Easton	96	142
Asheville	96	142
Champaign - Urbana - Rantoul	96	142
Columbia, Mo	96	142
Erie	96	142
Lawrence, Kans	96	142
Mobile	96	142
Springfield, Ill	96	142
Austin	95	150
Bangor	95	150
Daytona Beach	95	150
Greenville - Spartanburg	95	150
Jackson, Mich	95	150
Pittsburgh	95	150
Racine	95	150
Sacramento	95	150
Waterloo - Cedar Falls	95	150
Fort Lauderdale - Hollywood - Pompano Beach	94	159
Greensboro - Winston-Salem - High Point	94	159
Santa Fe	94	159
Topeka	94	159
Vancouver	94	159
Albany - Schenectady - Troy	93	164
Battle Creek	93	164
Fresno	93	164
Johnson City - Kingsport - Bristol	93	164
Merced	93	164
Modesto	93	164
Springfield, Mass	93	164
Albuquerque	92	171
Bloomington - Normal	92	171
Fargo - Moorhead	92	171
Lynchburg	92	171
Monmouth - Ocean	92	171
Provo - Orem	92	171
Santa Rosa - Petaluma	92	171
Anderson, S.C	91	178
Bradenton	91	178
Evansville	91	178
Laredo	91	178
Muncie	91	178
Olympia	91	178
Akron	90	184
Anderson, Ind	90	184
Athens	90	184
Boise	90	184
Davenport - Rock Island - Moline	90	184
Decatur, Ala	90	184
Fayetteville, N.C	90	184
Greeley	90	184
Kankakee	90	184
Melbourne - Titusville - Palm Bay	90	184
Portland, Me	90	184
Roanoke	90	184
Stockton	90	184
Syracuse	90	184
Flint	89	198
La Crosse	89	198
Lorain - Elyria	89	198
Santa Barbara - Santa Maria - Lompoc	89	198
Tuscaloosa	89	198
Biloxi - Gulfport	88	203
Casper	88	203
Charleston, W.Va	88	203
Danville, Va	88	203
Reading	88	203
St. Joseph	88	203
Williamsport	88	203
Yuba City	88	203
Chattanooga	87	211
Parkersburg - Marietta	87	211
San Antonio	87	211
Spokane	87	211
Tacoma	87	211
Tucson	87	211
Wichita	87	211
Gary - Hammond	86	218
Lewiston - Auburn	86	218
Naples	86	218
Providence - Pawtucket - Woonsocket	86	218
Toledo	86	218
Yakima	86	218
Cheyenne	85	224
Colorado Springs	85	224
Dothan	85	224
Fort Myers - Cape Coral	85	224
Pine Bluff	85	224
Scranton - Wilkes-Barre	85	224
Steubenville - Weirton	85	224
Kokomo	84	231
South Bend - Mishawaka	84	231
Elkhart - Goshen	83	233
Owensboro	83	233
Wausau	83	233
Fayetteville - Springdale	82	236
Hickory - Morganton	82	236
Orange County, N.Y	82	236
St. Cloud	82	236
Tyler	82	236
Waco	82	236
Columbus, Ga	81	242
Elmira	81	242
Fort Walton Beach	81	242
Lubbock	81	242
Muskegon	81	242
New Bedford - Fall River - Attleboro	81	242
Rapid City	81	242
Corpus Christi	80	249
Fort Pierce	80	249
Gadsden	80	249
Terre Haute	80	249
Texarkana	80	249
Tulsa	80	249
Wheeling	80	249
Buffalo	79	256
Eau Claire	79	256
Janesville - Beloit	79	256
Mansfield	79	256
Altoona	78	260
Boulder - Longmont	78	260
Burlington, N.C	78	260
Duluth	78	260
Florence, Ala.	78	260
Fort Collins - Loveland	78	260
Huntington - Ashland	78	260
Visalia - Tulare - Porterville	78	260
Youngstown - Warren	78	260
Bloomington, Ind	77	269
Canton	76	270
McAllen - Edinburg - Mission	76	270
Midland, Tex	76	270
Pittsfield	76	270
Sioux City	76	270
Johnstown	75	275
Ocala	75	275
Santa Cruz	75	275
Sharon	75	275
State College	75	275
Utica - Rome	75	275
Clarksville - Hopkinsville	74	281
Dubuque	74	281
Eugene - Springfield	74	281
Monroe	74	281
San Angelo	74	281
Wichita Falls	74	281
Benton Harbor	73	287
Billings	73	287
Fort Smith	73	287
Sarasota	73	287
Yuma	73	287
Amarillo	72	292
Brownsville - Harlingen	72	292
Cumberland	72	292
Jamestown - Dunkirk	72	292
Pueblo	72	292
Sherman - Denison	71	297
Chico	70	298
Killeen - Temple	70	298
Las Cruces	70	298
Niagara Falls	70	298
Bellingham	69	302
Bryan - College Station	69	302
Great Falls	69	302
Lawton	68	305
Lima	68	305
Oklahoma City	68	305
Panama City	67	308
Redding	67	308
Abilene	66	310
Jacksonville, N.C	66	310
Longview - Marshall	65	312
Victoria	65	312
Wilmington, N.C	65	312
Odessa	64	315
Salem, Ore	63	316
Medford	61	317
Joplin	59	318
Glens Falls	58	319
Enid	52	320
Total Above Areas	107	
United States Total	100	

24TH ANNUAL RGI

1990
POPULATION PER UNIT

METRO RANKING

Metro Area	Pop. Per Unit	Rank
Laredo	1,343	1
McAllen - Edinburg - Mission	1,328	2
Provo - Orem	1,148	3
Merced	1,136	4
Bremerton	1,116	5
El Paso	1,082	6
Riverside - San Bernardino	1,081	7
Brownsville - Harlingen	1,060	8
Jacksonville, N.C	1,059	9
Hamilton - Middletown	1,054	10
Houma - Thibodaux	1,053	11
Brazoria	1,042	12
Anniston	1,028	13
Beaver County, Pa	1,028	13
Lake Charles	1,019	15
Alexandria, La	1,016	16
Joliet	1,008	17
Greeley	995	18
Yuba City	980	19
Modesto	976	20
Baton Rouge	973	21
Yuma	972	22
Montgomery	966	23
Saginaw - Bay City - Midland	965	24
Jersey City	963	25
Bakersfield	960	26
Fayetteville, N.C	958	27
Lakeland - Winter Haven	958	27
Pascagoula	951	29
Johnstown	947	30
Beaumont - Port Arthur	945	31
Johnson City - Kingsport - Bristol	945	31
Shreveport	943	33
Killeen - Temple	942	34
Gadsden	941	35
Vancouver	939	36
Las Vegas	936	37
Vallejo - Fairfield - Napa	936	37
Visalia - Tulare - Porterville	935	39
Tacoma	934	40
Augusta	930	41
Decatur, Ala	928	42
Ocala	928	42
Memphis	926	44
Birmingham	924	45
Tallahassee	923	46
Vineland - Millville - Bridgeton	923	46
Bradenton	921	48
Stockton	920	49
Mobile	918	50
Yakima	918	50
Sheboygan	914	52
Houston	913	53
St. Cloud	911	54
Grand Rapids	907	55
Huntington - Ashland	906	56
Lancaster	906	56
Las Cruces	906	56
Philadelphia	906	56
Clarksville - Hopkinsville	903	60
Pine Bluff	899	61
Wilmington, Del	899	61
Anderson, Ind	897	63
Charleston, S.C	895	64
Pensacola	894	65
Salt Lake City - Ogden	894	65
Texarkana	892	67
Hagerstown	891	68
York	891	68
Jackson, Mich	890	70
Fresno	889	71
Tuscaloosa	887	72
Lafayette, La	885	73
Kankakee	881	74
Minneapolis - St. Paul	880	75
Baltimore	878	76
Jackson, Tenn	878	76
Jackson, Miss	877	78
Florence, S.C	876	79
Anderson, S.C	875	80
Lorain - Elyria	875	80
Lansing - East Lansing	874	82
Oxnard - Ventura	874	82
Lawrence, Kans	873	84
Fort Pierce	872	85
Columbus, Ga	870	86
Olympia	870	86
Aurora - Elgin	869	88
Detroit	865	89
Iowa City	865	89
Muncie	864	91
Fort Worth - Arlington	859	92
Middlesex - Somerset - Hunterdon	857	93
Steubenville - Weirton	856	94
Tyler	849	95
Bryan - College Station	848	96
Parkersburg - Marietta	848	96
Wheeling	844	98
Rochester, Minn	841	99
Binghamton	839	100
Louisville	839	100
Flint	836	102
Bangor	833	103
Athens	832	104
Richland - Kennewick - Pasco	830	105
Dayton - Springfield	829	106
Macon - Warner Robins	828	107
Kenosha	827	108
Newark	827	108
Appleton - Oshkosh - Neenah	825	110
Tucson	825	110
Dothan	824	112
Galveston - Texas City	824	112
Lewiston - Auburn	822	114
Danville, Va	821	115
San Angelo	821	115
Florence, Ala	819	117
Phoenix	819	117
Miami - Hialeah	818	119
Huntsville	817	120
Chico	816	121
Bismarck	814	122
Tampa - St. Petersburg - Clearwater	813	123
Milwaukee	812	124
New Orleans	811	125
Harrisburg - Lebanon - Carlisle	809	126
Worcester - Fitchburg - Leominster	809	126
Columbia, Mo	808	128
Norfolk - Virginia Beach - Newport News	807	129
Greenville - Spartanburg	806	130
Los Angeles - Long Beach	805	131
San Diego	805	131
Allentown - Bethlehem - Easton	804	133
Biloxi - Gulfport	803	134
Albany, Ga	802	135
Little Rock - North Little Rock	801	136
New York	801	136
Springfield, Mass	801	136
Gary - Hammond	798	139
Kansas City	797	140
Melbourne - Titusville - Palm Bay	797	140
Elmira	795	142
Lafayette - West Lafayette	795	142
Lake County, Ill	795	142
Racine	795	142
Cincinnati	793	146
Sherman - Denison	792	147
Chicago	791	148
Columbus, Ohio	791	148
Pittsburgh	791	148
Cleveland	790	151
Rochester, N.Y	790	151
Akron	789	153
Lawton	789	153
Williamsport	789	153
Nashville	788	156
Waco	788	156
St. Louis	787	158
Erie	784	159
Wausau	783	160
Lynchburg	782	161
Decatur, Ill	780	162
Columbia, S.C	779	163
San Antonio	779	163
Chattanooga	777	165
Sharon	777	165
Youngstown - Warren	777	165
Reno	776	168
Waterloo - Cedar Falls	773	169
Rockford	772	170
Ann Arbor	770	171
Green Bay	769	172
Jacksonville, Fla	769	172
Omaha	769	172
State College	769	172
Muskegon	767	176
Savannah	767	176
Altoona	766	178
Charlotte - Gastonia - Rock Hill	766	178
Owensboro	765	180
Richmond - Petersburg	765	180
New Bedford - Fall River - Attleboro	764	182
Charleston, W.Va	760	183
Washington	759	184
Manchester - Nashua	758	185
Spokane	758	185
Oakland	755	187
Orlando	755	187
Monmouth - Ocean	754	189
Orange County, N.Y	753	190
St. Joseph	753	190
Terre Haute	753	190
Abilene	752	193
Dallas	752	193
Knoxville	751	195
Charlottesville	749	196
Daytona Beach	749	196
Fayetteville - Springdale	749	196
Gainesville	749	196
Janesville - Beloit	749	196
Lincoln	748	201
Grand Forks	747	202
Bergen - Passaic	746	203
Springfield, Mo	746	203
Corpus Christi	743	205
Elkhart - Goshen	743	205
Greensboro - Winston-Salem - High Point	743	205
Toledo	743	205
West Palm Beach - Boca Raton - Delray Beach	743	205
Trenton	741	210
Salem, Ore	740	211
Canton	738	212
Davenport - Rock Island - Moline	737	213
San Jose	737	213
Des Moines	735	215
Eau Claire	735	215
Lexington-Fayette	735	215
Monroe	735	215
Fargo - Moorhead	732	219
Peoria	732	219
Reading	732	219
Santa Rosa - Petaluma	732	219
Cedar Rapids	730	223
Scranton - Wilkes-Barre	730	223
Utica - Rome	729	225
Mansfield	728	226
New Haven - Waterbury - Meriden	728	226
Pueblo	728	226
Victoria	728	226
Kalamazoo	727	230
Cheyenne	726	231
Fort Wayne	726	231
Indianapolis	726	231
Sioux City	723	234
Hartford - New Britain - Middletown - Bristol	722	235
Battle Creek	720	236
Evansville	720	236
Sacramento	720	236
Salinas - Seaside - Monterey	720	236
Portsmouth - Dover - Rochester	719	240
Colorado Springs	718	241
Fort Smith	718	241
Portland, Ore	718	241
New London - Norwich	714	244
Providence - Pawtucket - Woonsocket	713	245
Nassau - Suffolk	712	246
Champaign - Urbana - Rantoul	711	247
Jamestown - Dunkirk	711	247
Boston - Lawrence - Salem - Lowell - Brockton	710	249
Atlanta	706	250
Duluth	706	250
Fort Collins - Loveland	704	252
Springfield, Ill	703	253
Benton Harbor	702	254
Fort Myers - Cape Coral	702	254
Midland, Tex	702	254
Burlington, N.C	699	257
Denver	699	257
Joplin	699	257
Sioux Falls	699	257
Anaheim - Santa Ana	697	261
Boise	696	262
Asheville	695	263
Madison	695	263
Albany - Schenectady - Troy	694	265
Bloomington, Ind	694	265
Cumberland	694	265
South Bend - Mishawaka	694	265
Austin	693	269
Tulsa	693	269
Syracuse	691	271
Lubbock	690	272
Bridgeport - Stamford - Norwalk - Danbury	689	273
Raleigh - Durham	688	274
Albuquerque	685	275
Poughkeepsie	685	275
Seattle	679	277
Kokomo	678	278
Wichita Falls	678	278
Naples	670	280
Eugene - Springfield	669	281
Dubuque	668	282
Longview - Marshall	666	283
Bloomington - Normal	664	284
Buffalo	664	284
Fort Lauderdale - Hollywood - Pompano Beach	664	284
Medford	664	284
Redding	662	288
Topeka	661	289
Honolulu	658	290
Hickory - Morganton	657	291
Roanoke	655	292
Anchorage	650	293
Bellingham	648	294
Odessa	648	294
Santa Barbara - Santa Maria - Lompoc	646	296
Santa Fe	638	297
Fort Walton Beach	628	298
Lima	628	298
La Crosse	627	300
Wichita	622	301
Burlington, Vt	619	302
Sarasota	615	303
Great Falls	605	304
Oklahoma City	604	305
Niagara Falls	603	306
Casper	602	307
Amarillo	599	308
Rapid City	593	309
Santa Cruz	592	310
Boulder - Longmont	578	311
Portland, Me	572	312
Pittsfield	556	313
Billings	554	314
Enid	541	315
Panama City	538	316
Wilmington, N.C	526	317
San Francisco	467	318
Glens Falls	462	319
Atlantic City	416	320
Total Above Areas	784	
United States Total	789	

24TH ANNUAL RGI

1990
PER CAPITA EATING PLACE SALES

METRO RANKING

Metro Area	Per Capita Sales	**Rank**
Honolulu	1,608	1
Anchorage	1,555	2
San Francisco	1,415	3
Raleigh - Durham	1,287	4
Atlantic City	1,230	5
Portland, Me	1,097	6
Anaheim - Santa Ana	1,084	7
Panama City	1,081	8
Orlando	1,079	9
Sarasota	1,034	10
Wilmington, N C	1,022	11
Seattle	992	12
Boston - Lawrence - Salem - Lowell - Brockton	391	13
Burlington, Vt	964	14
Portsmouth - Dover - Rochester	960	15
Fort Walton Beach	947	16
Pittsfield	923	17
Fort Lauderdale - Hollywood - Pompano Beach	917	18
Lexington-Fayette	911	19
Fort Myers - Cape Coral	906	20
Naples	900	21
Atlanta	899	22
Santa Barbara - Santa Maria - Lompoc	896	23
Washington	895	24
San Jose	893	25
West Palm Beach - Boca Raton - Delray Beach	890	26
Manchester - Nashua	884	27
Portland, Ore	866	28
Santa Fe	865	29
Wichita Falls	865	29
Dallas	859	31
Boulder - Longmont	856	32
Los Angeles - Long Beach	853	33
Amarillo	852	34
Salinas - Seaside - Monterey	848	35
Santa Cruz	834	36
Billings	833	37
Albuquerque	832	38
Asheville	828	39
Ann Arbor	825	40
Austin	823	41
Bloomington - Normal	821	42
New Orleans	821	42
La Crosse	819	44
Hartford - New Britain - Middletown - Bristol	815	45
San Diego	811	46
Jacksonville, Fla	805	47
Cincinnati	804	48
Lubbock	803	49
Rapid City	803	49
Roanoke	803	49
Columbia, S C	801	52
Denver	799	53
Nashville	799	53
Madison	798	55
New Bedford - Fall River - Attleboro	795	56
Spokane	794	57
Champaign - Urbana - Rantoul	793	58
Oakland	790	59
Bridgeport - Stamford - Norwalk - Danbury	787	60
Indianapolis	786	61
Wichita	785	62
Cedar Rapids	778	63
Sioux Falls	778	63
Daytona Beach	774	65
Minneapolis - St Paul	774	65
Chicago	771	67
Savannah	771	67
Glens Falls	769	69
Springfield, Ill	767	70
Iowa City	766	71
Lafayette, La	764	72
Monroe	764	72
Gainesville	763	74
Medford	763	74
New London - Norwich	763	74
Oklahoma City	761	77
Sacramento	761	77
Des Moines	755	79
Topeka	755	79
Springfield, Mass	754	81
Bergen - Passaic	750	82
Oxnard - Ventura	750	82
Miami - Hialeah	748	84
Huntsville	744	85
Tyler	744	85
Kansas City	743	87
Charlottesville	742	88
Knoxville	742	88
Louisville	741	90
San Antonio	741	90
Bradenton	740	92
Phoenix	740	92
Las Vegas	739	94
St Louis	739	94
Springfield, Mo	736	96
Tampa - St Petersburg - Clearwater	736	96
Nassau - Suffolk	735	98
Eugene - Springfield	732	99
Providence - Pawtucket - Woonsocket	732	99
Columbus, Ohio	731	101
Kalamazoo	731	101
Dothan	729	103
Rochester, Minn	728	104
Syracuse	728	104
Melbourne - Titusville - Palm Bay	727	106
New Haven - Waterbury - Meriden	724	107
Santa Rosa - Petaluma	724	107
Green Bay	723	109
State College	721	110
Worcester - Fitchburg - Leominster	720	111
Bellingham	717	112
Milwaukee	717	112
Dubuque	714	114
Greensboro - Winston-Salem - High Point	714	114
Fargo - Moorhead	712	116
Omaha	712	116
Richmond - Petersburg	708	118
Albany - Schenectady - Troy	707	119
Norfolk - Virginia Beach - Newport News	707	119
Charleston, S C	706	121
Tulsa	704	122
Tallahassee	703	123
New York	702	124
Charlotte - Gastonia - Rock Hill	698	125
Kokomo	696	126
Bloomington, Ind	695	127
Trenton	695	127
Cheyenne	692	129
Abilene	689	130
Baltimore	685	131
Davenport - Rock Island - Moline	684	132
Fort Worth - Arlington	684	132
Evansville	683	134
Lawrence, Kans	683	134
Augusta	681	136
Boise	681	136
Fort Smith	681	136
Fort Collins - Loveland	680	139
Fort Pierce	680	139
Toledo	680	139
Detroit	679	142
Macon - Warner Robins	679	142
Reno	677	144
Fort Wayne	676	145
Lafayette - West Lafayette	676	145
Tacoma	676	145
Charleston, W Va	675	148
Great Falls	675	148
Greenville - Spartanburg	674	150
Buffalo	672	151
Burlington, N C	671	152
Cleveland	669	153
Lancaster	667	154
Dayton - Springfield	666	155
Rochester, N Y	666	155
Lake County, Ill	665	157
Bangor	663	158
Lincoln	662	159
Montgomery	662	159
Shreveport	662	159
Lewiston - Auburn	660	162
Reading	659	163
South Bend - Mishawaka	659	163
Little Rock - North Little Rock	658	165
Middlesex - Somerset - Hunterdon	658	165
St. Joseph	658	165
Decatur, Ill	657	168
Benton Harbor	654	169
Biloxi - Gulfport	653	170
Columbus, Ga	653	170
Lynchburg	653	170
Columbia, Mo	652	173
Monmouth - Ocean	652	173
Pittsburgh	652	173
Casper	651	176
Galveston - Texas City	651	176
Wilmington, Del	649	178
Akron	645	179
Waco	645	179
Bismarck	644	181
Houston	642	182
Newark	640	183
Olympia	640	183
Richland - Kennewick - Pasco	639	185
Salem, Ore	639	185
Hickory - Morganton	636	187
Sioux City	636	187
Longview - Marshall	633	189
Appleton - Oshkosh - Neenah	632	190
Lansing - East Lansing	632	190
Athens	631	192
Vallejo - Fairfield - Napa	630	193
Birmingham	629	194
Colorado Springs	628	195
Chattanooga	627	196
Tucson	627	196
Fresno	626	198
Pensacola	626	198
Binghamton	624	200
Eau Claire	624	200
Erie	624	200
Ocala	624	200
Owensboro	624	200
Jackson, Miss	623	205
Janesville - Beloit	622	206
Poughkeepsie	619	207
Chico	618	208
Joplin	617	209
Racine	617	209
Stockton	616	211
Grand Forks	614	212
Elkhart - Goshen	613	213
Muncie	612	214
Lima	611	215
Rockford	611	215
Salt Lake City - Ogden	611	215
Orange County, N Y	607	218
Harrisburg - Lebanon - Carlisle	606	219
Philadelphia	606	219
Scranton - Wilkes-Barre	606	219
Anniston	605	222
Saginaw - Bay City - Midland	605	222
Grand Rapids	603	224
Utica - Rome	602	225
Albany, Ga	600	226
Tuscaloosa	600	226
Niagara Falls	599	228
San Angelo	599	228
Altoona	598	230
Memphis	598	230
Modesto	598	230
Corpus Christi	596	233
Decatur, Ala	594	234
Elmira	594	234
Mobile	594	234
Pueblo	594	234
Battle Creek	593	238
Flint	593	238
Mansfield	593	238
Peoria	593	238
Riverside - San Bernardino	592	242
Terre Haute	590	243
Allentown - Bethlehem - Easton	589	244
Muskegon	586	245
Midland, Tex	580	246
Redding	578	247
Baton Rouge	576	248
Enid	575	249
Aurora - Elgin	573	250
Beaumont - Port Arthur	573	250
Waterloo - Cedar Falls	573	250
Florence, S C	571	253
Canton	570	254
Vancouver	570	254
Odessa	567	256
Wausau	566	257
Victoria	563	258
York	562	259
Bryan - College Station	560	260
Yakima	556	261
Parkersburg - Marietta	555	262
Bakersfield	554	263
Cumberland	553	264
Fayetteville - Springdale	551	265
Wheeling	550	266
Fayetteville, N C	548	267
Youngstown - Warren	548	267
Texarkana	545	269
Jackson, Tenn	544	270
Lake Charles	542	271
Lakeland - Winter Haven	542	271
Anderson, S C	538	273
Florence, Ala	532	274
Kenosha	532	274
Clarksville - Hopkinsville	531	276
Johnson City - Kingsport - Bristol	527	277
Alexandria, La	525	278
Sheboygan	524	279
Gary - Hammond	522	280
Sherman - Denison	518	281
Anderson, Ind	516	282
Duluth	516	282
Danville, Va	515	284
Lawton	515	284
Kankakee	508	286
Jackson, Mich	504	287
Gadsden	503	288
Huntington - Ashland	503	288
Jacksonville, N C	502	290
Houma - Thibodaux	501	291
Hamilton - Middletown	493	292
Williamsport	489	293
St Cloud	483	294
Laredo	475	295
Bremerton	470	296
Pine Bluff	468	297
Hagerstown	466	298
Sharon	463	299
Jamestown - Dunkirk	457	300
El Paso	451	301
Killeen - Temple	450	302
Greeley	447	303
Pascagoula	447	303
Yuma	444	305
Brownsville - Harlingen	432	306
Lorain - Elyria	431	307
Jersey City	426	308
Yuba City	426	308
Beaver County, Pa	425	310
Brazoria	425	310
Las Cruces	419	312
Joliet	410	313
Johnstown	408	314
Vineland - Millville - Bridgeton	406	315
Visalia - Tulare - Porterville	393	316
Steubenville - Weirton	385	317
Merced	378	318
Provo - Orem	335	319
McAllen - Edinburg - Mission	334	320
Total Above Areas	741	
United States Total	680	

24TH ANNUAL RGI

1990 PER CAPITA FAST FOOD SALES

METRO RANKING

Metro Area	Per Capita Sales	Rank
Raleigh - Durham	610	1
Honolulu	571	2
Wilmington, N C	535	3
Anchorage	496	4
Lexington-Fayette	452	5
Huntsville	451	6
Dothan	442	7
Asheville	433	8
Decatur, Ala	416	9
Indianapolis	416	9
Atlanta	413	11
Anaheim - Santa Ana	411	12
Jacksonville, Fla	403	13
Louisville	403	13
Charleston, W Va	402	15
Montgomery	402	15
Wichita Falls	399	17
Panama City	396	18
Portland, Me	394	19
Amarillo	393	20
Atlantic City	392	21
Topeka	392	21
Savannah	389	23
Biloxi - Gulfport	384	24
Santa Fe	380	25
Nashville	379	26
Wichita	379	26
Columbia, S C	376	28
Lubbock	370	29
Anniston	367	30
Fort Smith	365	31
Columbus, Ohio	364	32
Tuscaloosa	364	32
Lafayette, La	363	34
Orlando	363	34
Charlotte - Gastonia - Rock Hill	362	36
Kokomo	362	36
Monroe	362	36
Austin	361	39
Bloomington, Ind	361	39
Greenville - Spartanburg	359	41
San Francisco	359	41
Evansville	356	43
Kansas City	355	44
Lawrence, Kans	355	44
Augusta	354	46
Owensboro	354	46
Fargo - Moorhead	352	48
San Antonio	352	48
Burlington, N C	351	50
Lafayette - West Lafayette	351	50
Roanoke	351	50
Chattanooga	350	53
Oklahoma City	350	53
St. Louis	350	53
Albuquerque	349	56
Dayton - Springfield	349	56
Springfield, Mo	349	56
Fort Walton Beach	347	59
Birmingham	344	60
Dallas	344	60
Ann Arbor	343	62
Cedar Rapids	343	62
Macon - Warner Robins	343	62
South Bend - Mishawaka	343	62
Spokane	343	62
Tyler	343	62
Shreveport	342	68
Pensacola	341	69
San Jose	341	69
Seattle	341	69
Cincinnati	340	72
Knoxville	339	73
Iowa City	338	74
Tulsa	338	74
Bloomington - Normal	335	76
Little Rock - North Little Rock	334	77
Hickory - Morganton	333	78
New Orleans	333	78
Parkersburg - Marietta	332	80
Norfolk - Virginia Beach - Newport News	331	81
Columbus, Ga	330	82
Naples	330	82
Greensboro - Winston-Salem - High Point	329	84
Sacramento	329	84
Billings	328	86
Wheeling	328	86
Rapid City	327	88
Richmond - Petersburg	327	88
Johnson City - Kingsport - Bristol	326	90
Charlottesville	324	91
Champaign - Urbana - Rantoul	323	92
Florence, Ala	322	93
Portland, Ore	322	93
Fort Worth - Arlington	320	95
Athens	319	96
Elkhart - Goshen	319	96
Abilene	318	98
Bismarck	318	98
Mobile	318	98
Muncie	318	98
Santa Cruz	317	102
Daytona Beach	316	103
Oxnard - Ventura	316	103
Sioux Falls	316	103
Dubuque	315	106
Corpus Christi	314	107
Jackson, Miss	314	107
Omaha	314	107
San Diego	314	107
Salt Lake City - Ogden	313	111
Springfield, Ill	313	111
Davenport - Rock Island - Moline	312	113
Des Moines	312	113
St. Joseph	312	113
La Crosse	311	116
Columbia, Mo	310	117
Boulder - Longmont	307	118
Los Angeles - Long Beach	307	118
Oakland	307	118
Terre Haute	307	118
Las Vegas	306	122
Gadsden	305	123
New Bedford - Fall River - Attleboro	305	123
Kalamazoo	304	125
Washington	304	125
Albany, Ga	303	127
Boise	303	127
Grand Forks	303	127
Madison	303	127
Lincoln	302	131
Medford	302	131
Galveston - Texas City	300	133
Huntington - Ashland	299	134
Fayetteville - Springdale	298	135
Phoenix	298	135
Fresno	297	137
Stockton	297	137
Waco	297	137
Santa Barbara - Santa Maria - Lompoc	295	140
Joplin	293	141
Longview - Marshall	292	142
Vallejo - Fairfield - Napa	292	142
Fort Wayne	291	144
Beaumont - Port Arthur	290	145
Eugene - Springfield	290	145
Lima	290	145
Manchester - Nashua	290	145
Memphis	290	145
Charleston, S C	289	150
Reno	289	150
Baton Rouge	288	152
Bakersfield	287	153
Fayetteville, N C	287	153
Toledo	287	153
Enid	286	156
Akron	285	157
Baltimore	285	157
Lynchburg	285	157
Cheyenne	284	160
Riverside - San Bernardino	284	160
Cleveland	283	162
Lansing - East Lansing	283	162
Minneapolis - St. Paul	283	162
Florence, S C	282	165
Flint	281	166
Jackson, Tenn	281	166
Mansfield	281	166
Portsmouth - Dover - Rochester	281	166
Salinas - Seaside - Monterey	281	166
Sioux City	281	166
Detroit	280	172
Gainesville	280	172
Fort Lauderdale - Hollywood - Pompano Beach	278	174
Melbourne - Titusville - Palm Bay	277	175
Milwaukee	277	175
Clarksville - Hopkinsville	276	177
Peoria	276	177
San Angelo	276	177
Tampa - St. Petersburg - Clearwater	276	177
Chicago	275	181
Colorado Springs	275	181
Denver	274	183
Green Bay	274	183
Canton	273	185
Benton Harbor	272	186
Bradenton	271	187
Tucson	269	188
Anderson, Ind	268	189
Buffalo	268	189
Casper	268	189
Decatur, Ill	268	189
Rochester, Minn	268	189
Midland, Tex	267	194
Bellingham	266	195
Great Falls	266	195
Wilmington, Del	266	195
Anderson, S C	265	198
Houston	264	199
Lakeland - Winter Haven	264	199
Boston - Lawrence - Salem - Lowell - Brockton	263	201
Jacksonville, N C	263	201
New London - Norwich	263	201
Pascagoula	263	201
State College	262	205
Burlington, Vt	261	206
Odessa	261	206
Pittsfield	261	206
Tacoma	260	209
Victoria	260	209
Santa Rosa - Petaluma	259	211
Bryan - College Station	258	212
Gary - Hammond	258	212
Rochester, N Y	258	212
Tallahassee	258	212
Fort Myers - Cape Coral	257	216
Lake Charles	257	216
Lawton	257	216
Harrisburg - Lebanon - Carlisle	253	219
Hartford - New Britain - Middletown - Bristol	253	219
Pine Bluff	253	219
Salem, Ore	253	219
Sarasota	253	219
Waterloo - Cedar Falls	253	219
Springfield, Mass	252	225
Texarkana	252	225
Youngstown - Warren	252	225
Appleton - Oshkosh - Neenah	251	228
Alexandria, La	249	229
Fort Pierce	249	229
Rockford	249	229
West Palm Beach - Boca Raton - Delray Beach	249	229
Syracuse	248	233
Battle Creek	247	234
Providence - Pawtucket - Woonsocket	247	234
Lake County, Ill	246	236
Fort Collins - Loveland	244	237
Muskegon	244	237
Saginaw - Bay City - Midland	243	239
Miami - Hialeah	241	240
Scranton - Wilkes-Barre	240	241
Worcester - Fitchburg - Leominster	240	241
Pittsburgh	239	243
Sherman - Denison	239	243
Bangor	238	245
Houma - Thibodaux	238	245
Eau Claire	237	247
Lewiston - Auburn	237	247
Olympia	237	247
Richland - Kennewick - Pasco	237	247
Janesville - Beloit	236	251
Chico	235	252
Grand Rapids	235	252
Aurora - Elgin	234	254
Cumberland	234	254
Hamilton - Middletown	234	254
New Haven - Waterbury - Meriden	234	254
Racine	234	254
Albany - Schenectady - Troy	230	259
Reading	230	259
Ocala	229	261
Modesto	227	262
Erie	226	263
Danville, Va	225	264
Redding	220	265
Laredo	219	266
Altoona	217	267
Trenton	217	267
York	217	267
Wausau	215	270
Glens Falls	214	271
Pueblo	213	272
El Paso	212	273
Vancouver	211	274
Jackson, Mich	210	275
Middlesex - Somerset - Hunterdon	210	275
Bridgeport - Stamford - Norwalk - Danbury	209	277
Lancaster	209	277
Allentown - Bethlehem - Easton	207	279
Kankakee	207	279
Killeen - Temple	207	279
Bergen - Passaic	206	282
Yakima	206	282
Lorain - Elyria	204	284
Kenosha	202	285
Brownsville - Harlingen	199	286
Sheboygan	199	286
Philadelphia	197	288
Brazoria	196	289
Hagerstown	196	289
Newark	193	291
Duluth	190	292
Nassau - Suffolk	187	293
Monmouth - Ocean	185	294
Las Cruces	184	295
Steubenville - Weirton	182	296
St. Cloud	178	297
Williamsport	178	297
Jamestown - Dunkirk	177	299
Yuma	176	300
Binghamton	174	301
Bremerton	174	301
Poughkeepsie	172	303
Provo - Orem	172	303
Orange County, N Y	169	305
Sharon	168	306
Utica - Rome	168	306
Joliet	167	308
Niagara Falls	166	309
Elmira	165	310
Yuba City	162	311
Greeley	160	312
New York	158	313
Beaver County, Pa	154	314
McAllen - Edinburg - Mission	154	314
Jersey City	151	316
Visalia - Tulare - Porterville	149	317
Johnstown	148	318
Merced	144	319
Vineland - Millville - Bridgeton	127	320
Total Above Areas	288	
United States Total	274	

24TH ANNUAL RGI

1990
PER CAPITA RESTAURANT SALES

METRO RANKING

Metro Area	Per Capita Sales	Rank
San Francisco	858	1
Atlantic City	778	2
Honolulu	760	3
Sarasota	698	4
Portland, Me	626	5
Orlando	620	6
Anchorage	613	7
Burlington, Vt	613	7
Pittsfield	601	9
Portsmouth - Dover - Rochester	600	10
Panama City	584	11
West Palm Beach - Boca Raton - Delray Beach	580	12
Fort Myers - Cape Coral	578	13
Boston - Lawrence - Salem - Lowell - Brockton	576	14
Anaheim - Santa Ana	566	15
Fort Lauderdale - Hollywood - Pompano Beach	566	15
Santa Barbara - Santa Maria - Lompoc	556	17
Seattle	556	17
Salinas - Seaside - Monterey	545	19
Raleigh - Durham	527	20
Manchester - Nashua	515	21
Fort Walton Beach	511	22
Naples	486	23
San Jose	462	24
Portland, Ore	455	25
Bridgeport - Stamford - Norwalk - Danbury	454	26
Los Angeles - Long Beach	452	27
Washington	449	28
Billings	446	29
Boulder - Longmont	446	29
La Crosse	446	29
Madison	446	29
Santa Cruz	440	33
Hartford - New Britain - Middletown - Bristol	439	34
Springfield, Mass	439	34
Rapid City	431	36
San Diego	431	36
New London - Norwich	422	38
Glens Falls	418	39
Sioux Falls	418	39
Lancaster	416	41
Providence - Pawtucket - Woonsocket	413	42
Denver	412	43
Gainesville	412	43
Monmouth - Ocean	411	45
New Bedford - Fall River - Attleboro	410	46
Oakland	408	47
New Haven - Waterbury - Meriden	407	48
Ann Arbor	404	49
Nassau - Suffolk	403	50
Minneapolis - St. Paul	401	51
Bradenton	400	52
Santa Fe	400	52
Bellingham	398	54
Medford	398	54
Albuquerque	397	56
Chicago	397	56
Worcester - Fitchburg - Leominster	397	56
New York	396	59
Daytona Beach	395	60
Green Bay	394	61
Miami - Hialeah	393	62
Bloomington - Normal	389	63
Santa Rosa - Petaluma	388	64
Albany - Schenectady - Troy	387	65
Bergen - Passaic	387	65
Rochester, Minn	386	67
Spokane	386	67
Oxnard - Ventura	384	69
Tampa - St. Petersburg - Clearwater	383	70
Eugene - Springfield	382	71
Sacramento	380	72
Tallahassee	379	73
Bangor	378	74
Tacoma	378	74
Reading	377	76
Wilmington, N.C	377	76
Champaign - Urbana - Rantoul	376	78
Cheyenne	376	78
Lewiston - Auburn	376	78
Cincinnati	371	81
State College	368	82
Fort Pierce	367	83
Milwaukee	366	84
Trenton	365	85
Atlanta	364	86
Cedar Rapids	363	87
Springfield, Ill	363	87
Great Falls	362	89
Syracuse	361	90
Middlesex - Somerset - Hunterdon	360	91
Kalamazoo	358	92
Iowa City	357	93
Melbourne - Titusville - Palm Bay	357	93
Fort Collins - Loveland	355	95
Olympia	355	95
Richland - Kennewick - Pasco	355	95
Casper	354	96
Dallas	354	98
New Orleans	354	98
Austin	353	101
Roanoke	353	101
Phoenix	352	103
Fort Wayne	350	104
Nashville	349	105
Knoxville	348	106
Lexington-Fayette	348	106
Des Moines	342	108
Fargo - Moorhead	341	109
Lake County, Ill	341	109
Eau Claire	340	111
Binghamton	339	112
Wichita Falls	339	112
Janesville - Beloit	338	114
Charleston, S.C	337	115
Ocala	337	115
Poughkeepsie	337	115
Racine	336	118
Amarillo	334	119
Jacksonville, Fla	334	119
Salem, Ore	334	119
Dubuque	333	122
Saginaw - Bay City - Midland	331	123
Orange County, N.Y	330	124
Pittsburgh	330	124
Omaha	329	126
Utica - Rome	328	127
Charlottesville	326	128
Chico	326	128
Niagara Falls	326	128
Boise	325	131
Rochester, N.Y	325	131
Grand Rapids	324	133
Elmira	323	134
Appleton - Oshkosh - Neenah	322	135
Toledo	322	135
Vallejo - Fairfield - Napa	322	135
Benton Harbor	321	138
Las Vegas	321	138
Buffalo	320	140
Erie	319	141
Detroit	316	142
Modesto	316	142
Vancouver	316	142
Lubbock	315	145
Philadelphia	315	145
Wilmington, Del	315	145
Akron	313	148
Lansing - East Lansing	313	148
Cleveland	312	150
Decatur, Ill	311	151
Bismarck	310	152
Pueblo	310	152
Reno	310	152
Yakima	309	155
Newark	308	156
Wausau	308	156
Davenport - Rock Island - Moline	307	158
Norfolk - Virginia Beach - Newport News	307	158
Lincoln	306	160
Scranton - Wilkes-Barre	306	160
Altoona	305	162
Asheville	305	162
Redding	305	162
Wichita	305	162
Kansas City	302	166
Columbus, Ohio	300	167
Tucson	299	168
Harrisburg - Lebanon - Carlisle	298	169
Sioux City	296	170
Grand Forks	295	171
Springfield, Mo	294	172
York	293	173
Stockton	292	174
Tyler	291	175
Battle Creek	290	176
Kenosha	290	176
San Antonio	290	176
Richmond - Petersburg	289	179
Rockford	289	179
Savannah	289	179
Fresno	287	182
Lynchburg	287	182
Muskegon	287	182
Baltimore	285	185
Colorado Springs	285	185
Columbia, S.C	285	185
Oklahoma City	285	185
Sheboygan	285	185
Allentown - Bethlehem - Easton	280	190
Lafayette, La	280	190
Monroe	280	190
Houston	279	193
Topeka	279	193
Duluth	274	195
Riverside - San Bernardino	274	195
St. Louis	273	197
Aurora - Elgin	272	198
Louisville	271	199
Abilene	270	200
Canton	270	200
Indianapolis	270	200
Kokomo	270	200
Bloomington, Ind	269	204
Greensboro - Winston-Salem - High Point	268	205
Waterloo - Cedar Falls	267	206
Flint	266	207
Fort Worth - Arlington	266	207
Evansville	264	209
Lima	264	209
St. Joseph	263	211
Lafayette - West Lafayette	262	212
Bremerton	261	213
Columbia, Mo	260	214
Charlotte - Gastonia - Rock Hill	258	215
Mansfield	257	216
St. Cloud	257	216
South Bend - Mishawaka	256	218
Dayton - Springfield	255	219
Galveston - Texas City	255	219
Macon - Warner Robins	255	219
Waco	253	222
Lawrence, Kans	252	223
Tulsa	252	223
Williamsport	250	225
Longview - Marshall	248	226
Burlington, N.C.	247	227
Greenville - Spartanburg	247	227
Jackson, Mich	247	227
Pensacola	247	227
Shreveport	247	227
Cumberland	246	232
Joplin	246	232
Columbus, Ga	245	234
Little Rock - North Little Rock	243	235
Bakersfield	242	236
Kankakee	240	237
Peoria	240	237
Yuma	240	237
Youngstown - Warren	239	240
Elkhart - Goshen	238	241
Athens	237	242
Jamestown - Dunkirk	237	242
Lakeland - Winter Haven	237	242
Muncie	237	242
Sharon	237	242
Salt Lake City - Ogden	236	247
San Angelo	235	248
Hickory - Morganton	234	249
Greeley	233	250
Fort Smith	232	251
Augusta	231	252
Chattanooga	229	253
Terre Haute	229	253
Jackson, Miss	228	255
Danville, Va	227	256
Florence, S.C	227	256
Midland, Tex	227	256
Albany, Ga	225	259
Memphis	225	259
Yuba City	225	259
Odessa	222	262
Huntsville	221	263
Victoria	221	263
Bryan - College Station	219	265
Mobile	219	265
Gary - Hammond	218	267
Owensboro	218	267
Beaver County, Pa	217	269
Dothan	217	269
Jersey City	216	271
Vineland - Millville - Bridgeton	216	271
Anderson, S.C	214	273
Charleston, W.Va	214	273
Jackson, Tenn	214	273
Texarkana	214	273
Corpus Christi	213	277
Hamilton - Middletown	213	277
Birmingham	208	279
Clarksville - Hopkinsville	208	279
Hagerstown	208	279
Johnstown	208	279
Visalia - Tulare - Porterville	207	283
Baton Rouge	206	284
Beaumont - Port Arthur	206	284
Enid	203	286
Sherman - Denison	203	286
Fayetteville, N.C	202	288
Anderson, Ind	200	289
Lake Charles	199	290
Merced	199	290
Montgomery	197	292
Biloxi - Gulfport	195	293
Joliet	194	294
Las Cruces	194	294
Alexandria, La	192	296
Fayetteville - Springdale	189	297
Lorain - Elyria	187	298
Laredo	186	299
Jacksonville, N.C	185	300
Houma - Thibodaux	184	301
Lawton	182	302
Anniston	180	303
Tuscaloosa	179	304
El Paso	178	305
Killeen - Temple	176	306
Parkersburg - Marietta	174	307
Wheeling	173	308
Brownsville - Harlingen	169	309
Brazoria	167	310
Steubenville - Weirton	167	310
Pine Bluff	161	312
Huntington - Ashland	159	313
Florence, Ala	158	314
Gadsden	150	315
Johnson City - Kingsport - Bristol	149	316
Decatur, Ala	143	317
Pascagoula	133	318
Provo - Orem	132	319
McAllen - Edinburg - Mission	131	320
Total Above Areas	361	
United States Total	328	

24TH ANNUAL RGI

1990 TOTAL POPULATION

ADI RANKING

ADI	Population (000)	Rank
New York	18,650.7	1
Los Angeles	13,599.9	2
Chicago	8,389.2	3
Philadelphia	7,181.9	4
San Francisco - Oakland - San Jose	5,879.5	5
Boston	5,726.9	6
Washington, D.C.	4,747.6	7
Detroit	4,672.7	8
Dallas - Ft. Worth	4,661.0	9
Houston	4,052.6	10
Atlanta	3,850.9	11
Cleveland	3,776.0	12
Minneapolis - St. Paul	3,667.3	13
Seattle - Tacoma	3,580.8	14
Miami - Ft. Lauderdale	3,320.7	15
Sacramento - Stockton	3,112.0	16
St. Louis	2,954.7	17
Pittsburgh	2,950.9	18
Tampa - St. Petersburg	2,948.2	19
Phoenix	2,662.7	20
Denver	2,600.5	21
Baltimore	2,583.9	22
San Diego	2,562.9	23
Hartford - New Haven	2,474.0	24
Orlando - Daytona Beach - Melbourne	2,312.1	25
Indianapolis	2,261.3	26
Portland, Ore.	2,226.7	27
Milwaukee	2,065.9	28
Cincinnati	2,041.8	29
Kansas City	1,985.8	30
Charlotte	1,937.4	31
Nashville	1,894.9	32
Raleigh - Durham	1,881.3	33
Salt Lake City	1,872.7	34
Columbus, Ohio	1,836.6	35
Greenville - Spartanburg - Asheville	1,711.6	36
Grand Rapids - Kalamazoo - Battle Creek	1,702.5	37
San Antonio	1,689.6	38
Norfolk - Portsmouth - Newport News - Hampton	1,681.2	39
Buffalo	1,671.3	40
New Orleans	1,664.7	41
Memphis	1,649.6	42
Providence - New Bedford	1,529.9	43
Oklahoma City	1,481.1	44
Harrisburg - York - Lancaster - Lebanon	1,463.5	45
Louisville	1,461.5	46
Albuquerque	1,444.3	47
Fresno - Visalia	1,393.8	48
Wilkes-Barre - Scranton	1,376.7	49
Greensboro - Winston-Salem - High Point	1,337.8	50
Birmingham	1,334.4	51
Albany - Schenectady - Troy	1,329.3	52
Dayton	1,328.0	53
West Palm Beach - Ft. Pierce - Vero Beach	1,278.2	54
Charleston - Huntington	1,249.3	55
Jacksonville	1,243.6	56
Palm Springs	1,242.1	57
Flint - Saginaw - Bay City	1,233.3	58
Little Rock	1,193.6	59
Tulsa	1,149.8	60
Richmond	1,149.7	61
Mobile - Pensacola	1,109.0	62
Wichita - Hutchinson	1,103.3	63
Knoxville	1,096.8	64
Toledo	1,095.7	65
Green Bay - Appleton	1,023.5	66
Roanoke - Lynchburg	1,019.2	67
Shreveport - Texarkana	995.5	58
Portland - Poland Spring	966.1	69
Rochester, N.Y.	962.8	70
Syracuse	962.4	71
Austin, Tex.	957.8	72
Des Moines	951.5	73
Omaha	945.0	74
Lexington	915.9	75
Springfield - Decatur - Champaign	884.3	76
Paducah - Cape Girardeau - Harrisburg - Marion	866.8	77
Spokane	831.3	78
Springfield, Mo.	828.6	79
Columbia, S.C.	822.9	80
Johnstown - Altoona	811.3	81
South Bend - Elkhart	808.7	82
Tucson	807.1	83
Cedar Rapids - Waterloo - Dubuque	806.1	84
Chattanooga	805.2	85
Las Vegas	795.5	86
Jackson, Miss.	784.8	87
Davenport - Rock Island - Moline	783.5	88
Bristol - Kingsport - Johnson City	778.1	89
El Paso	762.4	90
Huntsville - Decatur - Florence	743.6	91
Baton Rouge	726.0	92
Youngstown	718.8	93
McAllen - Brownsville	715.1	94
Waco - Temple - Bryan	708.5	95
Madison	698.8	96
Greenville - New Bern - Washington	697.3	97
Evansville	686.1	98
Springfield, Mass.	677.4	99
Burlington - Plattsburgh	660.1	100
Savannah	653.6	101
Ft. Myers - Naples	651.6	102
Colorado Springs - Pueblo	637.4	103
Salinas - Monterey	633.9	104
Charleston, S.C.	633.7	105
Ft. Wayne	632.2	106
Lansing	628.5	107
Lincoln - Hastings - Kearney	616.4	108
Santa Barbara - Santa Maria - San Luis Obispo	596.3	109
Peoria - Bloomington	586.2	110
Sioux Falls - Mitchell	580.7	111
Montgomery - Selma	578.4	112
Augusta	571.3	113
Fargo	570.9	114
Bakersfield	558.9	115
Tyler - Longview - Jacksonville	538.5	116
Tallahassee - Thomasville	535.3	117
Lafayette, La.	524.7	118
Eugene	510.8	119
Corpus Christi	504.8	120
Macon	504.5	121
Columbus, Ga.	500.3	122
Ft. Smith	492.5	123
Yakima - Pasco - Richland - Kennewick	482.1	124
Traverse City - Cadillac	480.0	125
Monroe - El Dorado	476.4	126
La Crosse - Eau Claire	473.6	127
Columbus - Tupelo	470.8	128
Amarillo	448.1	129
Reno	443.8	130
Wausau - Rhinelander	438.3	131
Duluth - Superior	433.5	132
Beaumont - Port Arthur	430.0	133
Chico - Redding	425.5	134
Binghamton	424.9	135
Florence - Myrtle Beach	415.9	136
Wichita Falls - Lawton	413.4	137
Rockford	412.6	138
Boise	411.8	139
Terre Haute	411.7	140
Sioux City	411.4	141
Erie	410.7	142
Topeka	405.6	143
Wilmington	386.8	144
Odessa - Midland	379.0	145
Lubbock	377.9	146
Albany, Ga.	377.1	147
Utica	377.1	147
Wheeling - Steubenville	374.3	149
Minot - Bismarck - Dickinson - Glendive	363.1	150
Bluefield - Beckley - Oak Hill	362.2	151
Columbia - Jefferson City	360.0	152
Joplin - Pittsburg	353.9	153
Medford	349.8	154
Rochester - Mason City - Austin	349.1	155
Bangor	332.7	156
Idaho Falls - Pocatello	322.3	157
Biloxi - Gulfport - Pascagoula	301.3	158
Abilene - Sweetwater	289.4	159
Quincy - Hannibal	289.0	160
Sarasota	282.7	161
Clarksburg - Weston	279.1	162
Laurel - Hattiesburg	264.9	163
Panama City	253.8	164
Watertown - Carthage	253.1	165
Alexandria, La.	249.8	166
Salisbury	248.9	167
Dothan	238.9	168
Harrisonburg	238.9	168
Elmira	235.8	170
Rapid City	233.6	171
Gainesville	231.0	172
Greenwood - Greenville	230.5	173
Lake Charles	228.7	174
Billings - Hardin	225.5	175
El Centro - Yuma	220.0	176
Missoula	188.0	177
Jonesboro	186.1	178
Ardmore - Ada	182.6	179
Meridian	180.1	180
Great Falls	168.7	181
Grand Junction - Durango	153.2	182
Tuscaloosa	151.6	183
Marquette	151.3	184
Jackson, Tenn.	150.2	185
Parkersburg	148.4	186
Laredo	145.1	187
Eureka	144.0	188
San Angelo	134.7	189
Lafayette, Ind.	131.2	190
Butte	129.2	191
St. Joseph	128.1	192
Bowling Green	122.7	193
Hagerstown	122.1	194
Anniston	116.2	195
Lima	109.8	196
Charlottesville	109.4	197
Cheyenne - Scottsbluff (Sterling)	109.1	198
Casper - Riverton	108.7	199
Flagstaff	98.6	200
Twin Falls	97.4	201
Ottumwa - Kirksville	87.4	202
Presque Isle	86.6	203
Mankato	82.3	204
Zanesville	82.1	205
Bend	75.8	206
Victoria	74.3	207
Helena	47.7	208
North Platte	45.0	209
Alpena	40.8	210
Total U.S. ADIs	249,137.4	

24TH ANNUAL RGI

1990 PER CAPITA EFFECTIVE BUYING INCOME

ADI RANKING

ADI	Per Capita EBI	Rank
San Francisco - Oakland - San Jose	19,060	1
Washington, D.C	18,643	2
New York	17,949	3
Boston	17,272	4
Hartford - New Haven	16,866	5
West Palm Beach - Ft. Pierce - Vero Beach	16,803	6
San Diego	16,067	7
Philadelphia	15,743	8
Rochester, N.Y	15,727	9
Sarasota	15,684	10
Chicago	15,676	11
Los Angeles	15,659	12
Seattle - Tacoma	15,429	13
Milwaukee	15,182	14
Santa Barbara - Santa Maria - San Luis Obispo	15,114	15
Salinas - Monterey	14,982	16
Peoria - Bloomington	14,956	17
Baltimore	14,917	18
Denver	14,718	19
Albany - Schenectady - Troy	14,680	20
Detroit	14,592	21
Miami - Ft. Lauderdale	14,573	22
Dallas - Ft. Worth	14,533	23
Kansas City	14,496	24
Harrisburg - York - Lancaster - Lebanon	14,392	25
Ft. Myers - Naples	14,321	26
St. Louis	14,309	27
Minneapolis - St. Paul	14,303	28
Rockford	14,218	29
Atlanta	14,191	30
Reno	14,135	31
Providence - New Bedford	14,073	32
Richmond	14,068	33
Sacramento - Stockton	14,062	34
Binghamton	13,952	35
Charlottesville	13,934	36
Palm Springs	13,850	37
Syracuse	13,846	38
Omaha	13,800	39
Madison	13,756	40
Houston	13,729	41
Portland - Poland Spring	13,650	42
Springfield, Mass	13,634	43
Cleveland	13,628	44
Tampa - St. Petersburg	13,621	45
Davenport - Rock Island - Moline	13,580	46
Austin, Tex	13,566	47
Wichita - Hutchinson	13,522	48
Cincinnati	13,469	49
Pittsburgh	13,439	50
Las Vegas	13,380	51
Springfield - Decatur - Champaign	13,293	52
Buffalo	13,262	53
Lansing	13,250	54
Orlando - Daytona Beach - Melbourne	13,233	55
Portland, Ore	13,215	56
Dayton	13,202	57
Grand Rapids - Kalamazoo - Battle Creek	13,190	58
Greensboro - Winston-Salem - High Point	13,126	59
Des Moines	13,055	60
Phoenix	13,055	60
Indianapolis	13,049	62
Cedar Rapids - Waterloo - Dubuque	12,982	63
Bakersfield	12,976	64
Erie	12,937	65
Topeka	12,899	66
Jacksonville	12,856	67
Toledo	12,774	68
Columbus, Ohio	12,767	69
Beaumont - Port Arthur	12,746	70
Rochester - Mason City - Austin	12,718	71
Utica	12,688	72
Charlotte	12,640	73
Nashville	12,504	74
Norfolk - Portsmouth - Newport News - Hampton	12,486	75
Youngstown	12,464	76
Lafayette, Ind	12,422	77
North Platte	12,406	78
Lincoln - Hastings - Kearney	12,400	79
Casper - Riverton	12,383	80
Green Bay - Appleton	12,349	81
Raleigh - Durham	12,298	82
Burlington - Plattsburgh	12,275	83
Ft. Wayne	12,243	84
Huntsville - Decatur - Florence	12,123	85
Helena	12,105	86
Louisville	12,089	87
Roanoke - Lynchburg	12,087	88
South Bend - Elkhart	12,052	89
Flint - Saginaw - Bay City	12,049	90
Grand Junction - Durango	12,032	91
Eureka	12,017	92
Columbia - Jefferson City	12,013	93
Hagerstown	11,991	94
Evansville	11,972	95
Wilkes-Barre - Scranton	11,961	96
Odessa - Midland	11,932	97
Lima	11,913	98
Baton Rouge	11,895	99
Gainesville	11,878	100
Yakima - Pasco - Richland - Kennewick	11,869	101
Mobile - Pensacola	11,856	102
Duluth - Superior	11,830	103
New Orleans	11,828	104
Salisbury	11,822	105
Rapid City	11,801	106
Elmira	11,779	107
Spokane	11,770	108
Victoria	11,768	109
San Angelo	11,757	110
Boise	11,755	111
Columbia, S.C	11,754	112
Alpena	11,751	113
St. Joseph	11,744	114
Wausau - Rhinelander	11,730	115
Twin Falls	11,704	116
Chico - Redding	11,699	117
Amarillo	11,684	118
Parkersburg	11,657	119
Tyler - Longview - Jacksonville	11,641	120
Minot - Bismarck - Dickinson - Glendive	11,596	121
Bangor	11,573	122
La Crosse - Eau Claire	11,572	123
Greenville - Spartanburg - Asheville	11,476	124
Fresno - Visalia	11,474	125
Colorado Springs - Pueblo	11,472	126
Missoula	11,468	127
Sioux Falls - Mitchell	11,451	128
Oklahoma City	11,435	129
Macon	11,416	130
Terre Haute	11,414	131
Little Rock	11,399	132
Birmingham	11,397	133
Eugene	11,383	134
Cheyenne - Scottsbluff (Sterling)	11,357	135
Fargo	11,336	136
Wheeling - Steubenville	11,336	136
Tulsa	11,314	138
Biloxi - Gulfport - Pascagoula	11,287	139
Bend	11,270	140
Harrisonburg	11,234	141
Chattanooga	11,230	142
Butte	11,162	143
Lake Charles	11,153	144
Savannah	11,141	145
Billings - Hardin	11,133	146
Quincy - Hannibal	11,133	146
Knoxville	11,132	148
Tallahassee - Thomasville	11,040	149
Bristol - Kingsport - Johnson City	11,029	150
Johnstown - Altoona	11,020	151
Ft. Smith	11,005	152
Tucson	11,002	153
Presque Isle	10,949	154
Marquette	10,929	155
Memphis	10,916	156
Great Falls	10,905	157
Jackson, Tenn	10,904	158
Charleston, S.C	10,854	159
Lexington	10,850	160
Idaho Falls - Pocatello	10,819	161
San Antonio	10,815	162
Augusta	10,813	163
Sioux City	10,812	164
Mankato	10,730	165
Albuquerque	10,652	166
Waco - Temple - Bryan	10,649	167
Medford	10,633	168
Shreveport - Texarkana	10,566	169
Anniston	10,505	170
Paducah - Cape Girardeau - Harrisburg - Marion	10,505	170
Joplin - Pittsburg	10,499	172
Abilene - Sweetwater	10,491	173
Jackson, Miss	10,489	174
Lafayette, La	10,484	175
Columbus, Ga	10,449	176
Tuscaloosa	10,411	177
Springfield, Mo	10,381	178
Wichita Falls - Lawton	10,371	179
Lubbock	10,370	180
Salt Lake City	10,356	181
Charleston - Huntington	10,346	182
Florence - Myrtle Beach	10,326	183
Watertown - Carthage	10,282	184
Traverse City - Cadillac	10,205	185
Jonesboro	10,196	186
Corpus Christi	10,185	187
Dothan	10,142	188
Wilmington	10,082	189
Zanesville	10,081	190
Montgomery - Selma	10,059	191
Panama City	9,896	192
Bowling Green	9,810	193
Meridian	9,768	194
Laurel - Hattiesburg	9,732	195
Bluefield - Beckley - Oak Hill	9,655	196
Ottumwa - Kirksville	9,610	197
Albany, Ga	9,604	198
Clarksburg - Weston	9,582	199
Greenville - New Bern - Washington	9,563	200
Flagstaff	9,420	201
Columbus - Tupelo	9,319	202
El Centro - Yuma	9,076	203
Alexandria, La	9,041	204
Monroe - El Dorado	8,991	205
El Paso	8,857	206
Ardmore - Ada	8,314	207
Greenwood - Greenville	7,474	208
McAllen - Brownsville	6,553	209
Laredo	6,224	210
Total U.S. ADIs	13,943	

24TH ANNUAL RGI

1990 EATING PLACE SALES

ADI RANKING

ADI	Sales($000)	Rank
New York	12,835,786	1
Los Angeles	11,693,551	2
Chicago	5,926,943	3
San Francisco - Oakland - San Jose	5,770,879	4
Boston	5,507,012	5
Philadelphia	4,638,668	6
Washington, D.C.	4,006,752	7
Dallas - Ft. Worth	3,465,087	8
Detroit	3,213,906	9
Atlanta	3,080,260	10
Seattle - Tacoma	3,025,648	11
Miami - Ft. Lauderdale	2,771,537	12
Houston	2,499,613	13
Minneapolis - St. Paul	2,459,220	14
Cleveland	2,287,933	15
San Diego	2,077,818	16
Sacramento - Stockton	2,067,719	17
Denver	2,054,578	18
Orlando - Daytona Beach - Melbourne	2,016,769	19
Tampa - St. Petersburg	2,014,255	20
St. Louis	1,996,937	21
Hartford - New Haven	1,865,452	22
Phoenix	1,813,730	23
Baltimore	1,745,391	24
Pittsburgh	1,719,940	25
Portland, Ore.	1,719,503	26
Raleigh - Durham	1,511,505	27
Indianapolis	1,507,704	28
Cincinnati	1,412,134	29
Milwaukee	1,401,641	30
Kansas City	1,352,663	31
Charlotte	1,218,310	32
Providence - New Bedford	1,212,534	33
New Orleans	1,198,055	34
Columbus, Ohio	1,185,591	35
Nashville	1,132,346	36
Norfolk - Portsmouth - Newport News - Hampton	1,128,667	37
San Antonio	1,104,795	38
West Palm Beach - Ft. Pierce - Vero Beach	1,052,770	39
Buffalo	1,006,603	40
Greenville - Spartanburg - Asheville	981,778	41
Salt Lake City	961,548	42
Oklahoma City	946,665	43
Albany - Schenectady - Troy	935,163	44
Jacksonville	913,596	45
Grand Rapids - Kalamazoo - Battle Creek	911,469	46
Louisville	903,364	47
Harrisburg - York - Lancaster - Lebanon	886,206	48
Albuquerque	865,172	49
Portland - Poland Spring	864,092	50
Greensboro - Winston-Salem - High Point	852,502	51
Dayton	814,135	52
Memphis	790,255	53
Palm Springs	763,610	54
Wilkes-Barre - Scranton	743,152	55
Austin, Tcx	730,625	56
Fresno - Visalia	719,453	57
Birmingham	715,341	58
Richmond	704,987	59
Wichita - Hutchinson	688,296	60
Tulsa	684,191	61
Mobile - Pensacola	681,111	62
Flint - Saginaw - Bay City	658,308	63
Rochester, N.Y.	654,078	64
Toledo	647,801	65
Syracuse	638,510	66
Knoxville	633,901	67
Green Bay - Appleton	630,510	68
Little Rock	600,442	69
Las Vegas	576,528	70
Omaha	569,487	71
Lexington	559,768	72
Springfield - Decatur - Champaign	557,232	73
Roanoke - Lynchburg	555,681	74
Charleston - Huntington	555,263	75
Des Moines	541,872	76
Santa Barbara - Santa Maria - San Luis Obispu	534,435	77
Ft. Myers - Naples	519,087	78
Salinas - Monterey	517,784	79
Spokane	502,438	80
Springfield, Mass.	496,899	81
Columbia, S.C.	496,444	82
Madison	492,291	83
Tucson	466,440	84
Cedar Rapids - Waterloo - Dubuque	464,558	85
South Bend - Elkhart	458,870	86
Shreveport - Texarkana	441,907	87
Chattanooga	441,573	88
Burlington - Plattsburgh	435,833	89
Davenport - Rock Island - Moline	434,234	90
Charleston, S.C.	425,301	91
Huntsville - Decatur - Florence	413,222	92
Savannah	412,936	93
Springfield, Mo.	410,786	94
Johnstown - Altoona	400,436	95
Paducah - Cape Girardeau - Harrisburg - Marion	389,473	96
Colorado Springs - Pueblo	369,743	97
Youngstown	367,457	98
Ft. Wayne	364,974	99
Eugene	363,178	100
Lansing	362,070	101
Jackson, Miss.	355,478	102
Peoria - Bloomington	347,048	103
Waco - Temple - Bryan	345,939	104
Florence - Myrtle Beach	345,035	105
Baton Rouge	341,538	106
Evansville	340,400	107
Greenville - New Bern - Washington	340,041	108
El Paso	337,253	109
Bristol - Kingsport - Johnson City	324,193	110
Lincoln - Hastings - Kearney	319,919	111
Bakersfield	309,384	112
Reno	307,686	113
Augusta	307,016	114
Tyler - Longview - Jacksonville	306,893	115
Sarasota	292,192	116
Sioux Falls - Mitchell	290,744	117
Fargo	289,521	118
Yakima - Pasco - Richland - Kennewick	289,442	119
Salisbury	285,161	120
Montgomery - Selma	282,384	121
Tallahassee - Thomasville	281,841	122
Traverse City - Cadillac	276,934	123
Amarillo	273,597	124
Corpus Christi	271,497	125
La Crosse - Eau Claire	270,352	126
Macon	263,935	127
McAllen - Brownsville	253,625	128
Columbus, Ga.	253,287	129
Ft. Smith	250,363	130
Lafayette, La.	249,219	131
Wausau - Rhinelander	249,097	132
Chico - Redding	244,504	133
Erie	239,486	134
Utica	238,330	135
Lubbock	231,937	136
Wichita Falls - Lawton	227,978	137
Medford	226,961	138
Topeka	225,345	139
Rockford	222,729	140
Boise	222,435	141
Duluth - Superior	222,417	142
Beaumont - Port Arthur	221,490	143
Wilmington	220,832	144
Binghamton	220,107	145
Monroe - El Dorado	200,625	146
Bangor	192,756	147
Rochester - Mason City - Austin	188,688	148
Odessa - Midland	183,825	149
Joplin - Pittsburg	183,180	150
Sioux City	183,029	151
Columbia - Jefferson City	181,154	152
Panama City	178,781	153
Biloxi - Gulfport - Pascagoula	177,101	154
Wheeling - Steubenville	167,655	155
Terre Haute	161,535	156
Albany, Ga.	160,195	157
Gainesville	160,140	158
Minot - Bismarck - Dickinson - Glendive	156,981	159
Columbus - Tupelo	155,746	160
Idaho Falls - Pocatello	147,045	161
Abilene - Sweetwater	144,373	162
Billings - Hardin	143,842	163
Watertown - Carthage	141,625	164
Grand Junction - Durango	134,386	165
Rapid City	132,571	166
Bluefield - Beckley - Oak Hill	128,463	167
Dothan	127,635	168
Elmira	121,119	169
Harrisonburg	117,299	170
Missoula	116,472	171
Quincy - Hannibal	113,466	172
Clarksburg - Weston	112,594	173
Lake Charles	108,719	174
Laurel - Hattiesburg	102,278	175
Alexandria, La.	99,884	176
Charlottesville	96,074	177
El Centro - Yuma	93,722	178
Tuscaloosa	91,022	179
Lafayette, Ind.	88,644	180
Flagstaff	86,267	181
Great Falls	83,940	182
Eureka	83,157	183
Parkersburg	82,402	184
Butte	79,643	185
Greenwood - Greenville	76,078	186
San Angelo	73,021	187
Lima	71,346	188
Cheyenne - Scottsbluff (Sterling)	70,317	189
Anniston	70,287	190
Ardmore - Ada	70,068	191
St. Joseph	69,384	192
Marquette	67,603	193
Bend	66,675	194
Laredo	66,535	195
Jonesboro	65,102	196
Meridian	64,007	197
Bowling Green	62,911	198
Jackson, Tenn.	62,028	199
Casper - Riverton	58,295	200
Twin Falls	58,015	201
Hagerstown	56,852	202
Zanesville	52,351	203
Mankato	46,924	204
Victoria	41,836	205
Presque Isle	35,137	206
Ottumwa - Kirksville	33,553	207
Helena	32,324	208
North Platte	29,271	209
Alpena	16,599	210
Total U.S. ADIs	168,158,784	

24TH ANNUAL RGI

1990
EATING PLACE UNITS

ADI RANKING

ADI	Units	Rank
New York	23,966	1
Los Angeles	16,866	2
Chicago	10,453	3
San Francisco - Oakland - San Jose	9,222	4
Philadelphia	8,616	5
Boston	8,294	6
Washington, D.C	6,158	7
Dallas - Ft. Worth	5,818	8
Detroit	5,445	9
Atlanta	5,173	10
Seattle - Tacoma	4,941	11
Cleveland	4,769	12
Miami - Ft. Lauderdale	4,544	13
Houston	4,430	14
Minneapolis - St. Paul	4,365	15
Denver	4,145	16
Sacramento - Stockton	3,910	17
St. Louis	3,669	18
Pittsburgh	3,588	19
Tampa - St. Petersburg	3,455	20
Hartford - New Haven	3,422	21
Phoenix	3,268	22
San Diego	3,185	23
Portland, Ore	3,103	24
Indianapolis	3,018	25
Baltimore	2,957	26
Orlando - Daytona Beach - Melbourne	2,924	27
Milwaukee	2,605	28
Charlotte	2,496	29
Kansas City	2,474	30
Buffalo	2,441	31
Cincinnati	2,421	32
Raleigh - Durham	2,286	33
Oklahoma City	2,282	34
Columbus, Ohio	2,220	35
Providence - New Bedford	2,214	36
Nashville	2,140	37
Salt Lake City	2,099	38
San Antonio	2,098	39
Norfolk - Portsmouth - Newport News - Hampton	2,085	40
Albany - Schenectady - Troy	2,055	41
Greenville - Spartanburg - Asheville	2,041	42
Grand Rapids - Kalamazoo - Battle Creek	2,010	43
New Orleans	1,940	44
Albuquerque	1,882	45
Wilkes-Barre - Scranton	1,811	46
Wichita - Hutchinson	1,734	47
Greensboro - Winston-Salem - High Point	1,716	48
Harrisburg - York - Lancaster - Lebanon	1,698	49
Memphis	1,688	50
Portland - Poland Spring	1,681	51
West Palm Beach - Ft. Pierce - Vero Beach	1,638	52
Dayton	1,622	53
Louisville	1,609	54
Tulsa	1,561	55
Jacksonville	1,508	56
Toledo	1,475	57
Fresno - Visalia	1,465	58
Austin, Tex	1,385	59
Little Rock	1,382	60
Syracuse	1,380	61
Green Bay - Appleton	1,375	62
Flint - Saginaw - Bay City	1,374	63
Richmond	1,372	54
Birmingham	1,326	65
Omaha	1,296	66
Des Moines	1,292	67
Charleston - Huntington	1,281	68
Mobile - Pensacola	1,255	69
Rochester, N.Y	1,232	70
Knoxville	1,222	71
Springfield - Decatur - Champaign	1,189	72
Roanoke - Lynchburg	1,184	73
Springfield, Mo	1,146	74
Palm Springs	1,131	75
Spokane	1,126	76
South Bend - Elkhart	1,111	77
Davenport - Rock Island - Moline	1,083	78
Cedar Rapids - Waterloo - Dubuque	1,078	79
Paducah - Cape Girardeau - Harrisburg - Marion	1,027	80
Madison	1,008	81
Burlington - Plattsburgh	1,007	82
Tucson	978	83
Lexington	976	84
Chattanooga	958	85
Santa Barbara - Santa Maria - San Luis Obispo	958	85
Johnstown - Altoona	954	87
Shreveport - Texarkana	950	88
Salinas - Monterey	940	89
Youngstown	934	90
Columbia, S.C	907	91
Lincoln - Hastings - Kearney	905	92
Colorado Springs - Pueblo	889	93
Sioux Falls - Mitchell	887	94
Ft. Myers - Naples	853	95
Springfield, Mass	848	96
Las Vegas	845	97
Traverse City - Cadillac	837	98
Ft. Wayne	824	99
Huntsville - Decatur - Florence	814	100
Evansville	812	101
Peoria - Bloomington	812	101
Fargo	800	103
Waco - Temple - Bryan	783	104
Eugene	766	105
Jackson, Miss	761	106
Savannah	751	107
Bristol - Kingsport - Johnson City	740	108
Greenville - New Bern - Washington	734	109
El Paso	732	110
Amarillo	711	111
Lansing	710	112
Charleston, S.C	700	113
Florence - Myrtle Beach	681	114
Duluth - Superior	680	115
Baton Rouge	674	116
Corpus Christi	663	117
Wausau - Rhinelander	657	118
Tyler - Longview - Jacksonville	644	119
La Crosse - Eau Claire	642	120
Ft. Smith	611	121
Reno	607	122
Sioux City	602	123
Bakersfield	582	124
Yakima - Pasco - Richland - Kennewick	579	125
Chico - Redding	578	126
McAllen - Brownsville	576	127
Topeka	566	128
Medford	565	129
Odessa - Midland	565	129
Boise	554	131
Augusta	553	132
Joplin - Pittsburg	550	133
Tallahassee - Thomasville	544	134
Wichita Falls - Lawton	543	135
Montgomery - Selma	541	136
Salisbury	539	137
Erie	534	138
Lubbock	528	139
Macon	526	140
Utica	525	141
Rockford	523	142
Wilmington	518	143
Minot - Bismarck - Dickinson - Glendive	515	144
Binghamton	501	145
Columbus, Ga	500	146
Bangor	494	147
Terre Haute	491	148
Lafayette, La	480	149
Rochester - Mason City - Austin	469	150
Sarasota	460	151
Beaumont - Port Arthur	437	152
Columbia - Jefferson City	437	152
Wheeling - Steubenville	434	154
Monroe - El Dorado	432	155
Columbus - Tupelo	424	156
Idaho Falls - Pocatello	422	157
Quincy - Hannibal	383	158
Albany, Ga	380	159
Abilene - Sweetwater	372	160
Billings - Hardin	370	161
Rapid City	364	162
Biloxi - Gulfport - Pascagoula	358	163
Panama City	338	164
Watertown - Carthage	338	164
Bluefield - Beckley - Oak Hill	337	166
Clarksburg - Weston	337	166
Missoula	335	168
Gainesville	306	169
Elmira	301	170
Harrisonburg	278	171
Great Falls	277	172
Laurel - Hattiesburg	267	173
Eureka	260	174
Butte	239	175
Dothan	237	176
El Centro - Yuma	231	177
Grand Junction - Durango	231	177
Greenwood - Greenville	231	177
Ardmore - Ada	217	180
Jonesboro	208	181
Lake Charles	208	181
Marquette	208	181
Alexandria, La	184	184
San Angelo	179	185
Casper - Riverton	179	186
Parkersburg	175	187
Tuscaloosa	171	188
Lima	169	189
Lafayette, Ind	165	190
Charlottesville	163	191
Cheyenne - Scottsbluff (Sterling)	163	191
Jackson, Tenn	163	191
Meridian	163	191
St. Joseph	163	191
Flagstaff	161	196
Twin Falls	154	197
Hagerstown	137	198
Bend	134	199
Bowling Green	114	200
Anniston	113	201
Mankato	113	201
Laredo	111	203
Zanesville	105	204
Victoria	102	205
Ottumwa - Kirksville	101	206
Helena	91	207
Presque Isle	89	208
North Platte	77	209
Alpena	58	210
Total U.S. ADIs	315,283	

24TH ANNUAL R&I

1990
FAST FOOD SALES

ADI RANKING

ADI	Sales($000)	Rank
Los Angeles	4,420,039	1
New York	3,287,486	2
Chicago	2,212,051	3
San Francisco - Oakland - San Jose	1,922,616	4
Philadelphia	1,555,375	5
Boston	1,504,465	6
Dallas - Ft. Worth	1,500,523	7
Atlanta	1,483,048	8
Washington, D.C.	1,431,780	9
Detroit	1,324,394	10
Seattle - Tacoma	1,071,520	11
Houston	1,060,946	12
Cleveland	1,019,471	13
St. Louis	958,331	14
Minneapolis - St. Paul	898,443	15
Sacramento - Stockton	893,643	16
Miami - Ft. Lauderdale	886,254	17
San Diego	803,810	18
Indianapolis	800,856	19
Tampa - St. Petersburg	786,152	20
Raleigh - Durham	755,962	21
Orlando - Daytona Beach - Melbourne	728,871	22
Phoenix	727,896	23
Baltimore	725,940	24
Denver	714,578	25
Pittsburgh	657,659	26
Kansas City	656,226	27
Portland, Ore.	653,125	28
Charlotte	638,379	29
Cincinnati	617,690	30
Hartford - New Haven	599,219	31
Columbus, Ohio	592,453	32
Nashville	581,817	33
Norfolk - Portsmouth - Newport News - Hampton	539,221	34
San Antonio	538,423	35
Milwaukee	532,262	36
Greenville - Spartanburg - Asheville	520,827	37
New Orleans	511,503	38
Louisville	505,204	39
Salt Lake City	477,603	40
Jacksonville	464,987	41
Oklahoma City	454,908	42
Dayton	425,43[illegible]	43
Providence - New Bedford	423,095	44
Memphis	409,967	45
Birmingham	408,570	46
Greensboro - Winston-Salem - High Point	407,302	47
Albuquerque	387,787	48
Buffalo	384,839	49
Grand Rapids - Kalamazoo - Battle Creek	366,191	50
Mobile - Pensacola	349,387	51
Wichita - Hutchinson	347,262	52
Tulsa	342,108	53
Palm Springs	340,619	54
Harrisburg - York - Lancaster - Lebanon	332,956	55
Richmond	331,649	56
Austin, Tex.	331,574	57
Charleston - Huntington	327,183	58
West Palm Beach - Ft. Pierce - Vero Beach	322,864	59
Knoxville	322,510	60
Little Rock	319,584	61
Lexington	315,184	62
Fresno - Visalia	313,341	63
Portland - Poland Spring	299,104	64
Wilkes-Barre - Scranton	297,586	65
Albany - Schenectady - Troy	295,572	66
Toledo	289,168	67

ADI	Sales($000)	Rank
Flint - Saginaw - Bay City	283,008	68
Roanoke - Lynchburg	265,388	69
Huntsville - Decatur - Florence	265,023	70
Chattanooga	259,504	71
Springfield - Decatur - Champaign	253,643	72
Omaha	253,099	73
Rochester, N.Y.	252,226	74
Las Vegas	239,378	75
Shreveport - Texarkana	236,471	76
Columbia, S.C.	235,632	77
Green Bay - Appleton	233,244	78
Des Moines	231,233	79
South Bend - Elkhart	228,838	80
Paducah - Cape Girardeau - Harrisburg - Marion	227,224	81
Syracuse	224,878	82
Savannah	218,053	83
Springfield, Mo.	214,537	84
Spokane	213,572	85
Davenport - Rock Island - Moline	205,099	86
Cedar Rapids - Waterloo - Dubuque	202,604	87
Tucson	199,019	88
Bristol - Kingsport - Johnson City	196,407	89
Jackson, Miss.	194,724	90
Greenville - New Bern - Washington	187,061	91
Evansville	186,765	92
Santa Barbara - Santa Maria - San Luis Obispo	185,720	93
Madison	181,969	94
Salinas - Monterey	181,726	95
Montgomery - Selma	179,533	96
Charleston, S.C.	179,110	97
Baton Rouge	175,332	98
Ft. Wayne	170,629	99
Ft. Myers - Naples	169,726	100
Florence - Myrtle Beach	168,897	101
Youngstown	165,857	102
Waco - Temple - Bryan	164,504	103
Springfield, Mass.	164,224	104
Augusta	161,420	105
Bakersfield	160,305	106
Lansing	159,298	107
Peoria - Bloomington	158,660	108
El Paso	156,795	109
Tyler - Longview - Jacksonville	155,012	110
Johnstown - Altoona	153,516	111
Colorado Springs - Pueblo	152,223	112
Lincoln - Hastings - Kearney	147,670	113
Corpus Christi	146,824	114
Eugene	145,759	115
Columbus, Ga.	144,472	116
Macon	142,202	117
Amarillo	137,342	118
Ft. Smith	136,941	119
Fargo	133,218	120
Lafayette, La.	130,780	121
Burlington - Plattsburgh	128,280	122
Tallahassee - Thomasville	128,195	123
Reno	127,266	124
Wilmington	118,877	125
McAllen - Brownsville	118,106	126
Topeka	117,749	127
Salisbury	116,367	128
Wichita Falls - Lawton	114,679	129
Lubbock	113,718	130
Beaumont - Port Arthur	113,392	131
Traverse City - Cadillac	111,551	132
Sioux Falls - Mitchell	110,886	133
Yakima - Pasco - Richland - Kennewick	108,387	134
Monroe - El Dorado	107,830	135
Biloxi - Gulfport - Pascagoula	104,633	136
Columbus - Tupelo	101,353	137

ADI	Sales($000)	Rank
La Crosse - Eau Claire	98,993	138
Boise	98,949	139
Rockford	97,263	140
Columbia - Jefferson City	93,818	141
Chico - Redding	92,897	142
Joplin - Pittsburg	92,708	143
Albany, Ga.	92,618	144
Wheeling - Steubenville	92,066	145
Odessa - Midland	91,870	146
Erie	91,023	147
Medford	90,507	148
Terre Haute	86,963	149
Wausau - Rhinelander	86,409	150
Sioux City	81,180	151
Duluth - Superior	80,977	152
Dothan	78,487	153
Bluefield - Beckley - Oak Hill	78,018	154
Rochester - Mason City - Austin	74,684	155
Abilene - Sweetwater	74,521	156
Minot - Bismarck - Dickinson - Glendive	74,167	157
Sarasota	71,613	158
Utica	71,538	159
Clarksburg - Weston	69,691	160
Bangor	69,477	161
Panama City	68,823	162
Binghamton	68,079	163
Laurel - Hattiesburg	66,067	164
Idaho Falls - Pocatello	65,495	165
Harrisonburg	63,264	166
Quincy - Hannibal	60,249	167
Gainesville	59,898	168
Billings - Hardin	56,208	169
Tuscaloosa	55,212	170
Watertown - Carthage	54,962	171
Lake Charles	54,033	172
Rapid City	52,495	173
Alexandria, La.	51,734	174
Parkersburg	49,278	175
Greenwood - Greenville	49,014	176
Lafayette, Ind.	46,089	177
Grand Junction - Durango	45,934	178
Missoula	44,152	179
Anniston	42,633	180
Charlottesville	41,914	181
Meridian	41,851	182
Elmira	41,458	183
Bowling Green	40,944	184
Jonesboro	39,368	185
Ardmore - Ada	39,246	186
El Centro - Yuma	36,298	187
San Angelo	35,486	188
Jackson, Tenn.	34,328	189
Flagstaff	34,215	190
St. Joseph	34,030	191
Lima	33,834	192
Great Falls	32,700	193
Eureka	31,381	194
Laredo	30,966	195
Butte	30,226	196
Cheyenne - Scottsbluff (Sterling)	29,871	197
Bend	27,279	198
Marquette	27,159	199
Zanesville	26,843	200
Twin Falls	26,417	201
Hagerstown	23,885	202
Casper - Riverton	23,580	203
Victoria	19,296	204
Mankato	17,597	205
Ottumwa - Kirksville	17,515	206
North Platte	13,495	207
Presque Isle	12,634	208
Helena	12,223	209
Alpena	6,691	210
Total U.S. ADIs	67,811,145	

24TH ANNUAL RGI

1990 RESTAURANT SALES

ADI RANKING

ADI	Sales($000)	Rank
New York	7,072,484	1
Los Angeles	6,066,869	2
Boston	3,274,433	3
San Francisco - Oakland - San Jose	3,197,986	4
Chicago	2,979,069	5
Philadelphia	2,435,890	6
Washington, D.C	1,970,827	7
Seattle - Tacoma	1,708,444	8
Miami - Ft. Lauderdale	1,561,978	9
Detroit	1,502,052	10
Dallas - Ft. Worth	1,388,124	11
Minneapolis - St. Paul	1,302,723	12
Atlanta	1,210,474	13
San Diego	1,103,410	14
Orlando - Daytona Beach - Melbourne	1,103,207	15
Denver	1,081,083	16
Houston	1,064,177	17
Cleveland	1,059,063	18
Sacramento - Stockton	1,045,368	19
Tampa - St. Petersburg	1,032,669	20
Hartford - New Haven	1,024,488	21
Portland, Ore	916,315	22
Phoenix	876,612	23
Pittsburgh	853,405	24
St. Louis	743,455	25
Milwaukee	739,870	26
Baltimore	738,590	27
Providence - New Bedford	671,860	28
West Palm Beach - Ft. Pierce - Vero Beach	654,707	29
Cincinnati	638,750	30
Raleigh - Durham	595,418	31
Kansas City	546,323	32
Indianapolis	535,197	33
Albany - Schenectady - Troy	526,434	34
Portland - Poland Spring	502,960	35
New Orleans	497,266	36
Buffalo	495,318	37
Columbus, Ohio	487,809	38
Norfolk - Portsmouth - Newport News - Hampton	481,433	39
Harrisburg - York - Lancaster - Lebanon	480,431	40
Grand Rapids - Kalamazoo - Battle Creek	474,200	41
Nashville	459,746	42
Charlotte	452,026	43
San Antonio	425,528	44
Albuquerque	395,788	45
Salt Lake City	393,730	46
Palm Springs	392,[illegible]84	47
Jacksonville	376,538	48
Wilkes-Barre - Scranton	369,721	49
Greenville - Spartanburg - Asheville	367,551	50
Fresno - Visalia	356,480	51
Green Bay - Appleton	355,502	52
Oklahoma City	342,065	53
Flint - Saginaw - Bay City	334,594	54
Santa Barbara - Santa Maria - San Luis Obispo	325,707	55
Louisville	321,101	56
Syracuse	319,766	57
Rochester, N.Y	319,709	58
Greensboro - Winston-Salem - High Point	318,717	59
Dayton	315,954	60
Salinas - Monterey	309,520	61
Ft. Myers - Naples	308,822	62
Austin, Tex	306,824	63
Toledo	299,261	64
Springfield, Mass	291,830	65
Richmond	285,661	66
Memphis	283,313	67
Madison	281,284	68
Mobile - Pensacola	275,824	69
Burlington - Plattsburgh	267,357	70
Knoxville	267,240	71
Omaha	265,967	72
Wichita - Hutchinson	262,536	73
Des Moines	258,898	74
Spokane	255,341	75
Las Vegas	251,156	76
Springfield - Decatur - Champaign	247,397	77
Tulsa	236,912	78
Roanoke - Lynchburg	231,156	79
Birmingham	226,333	80
Tucson	225,351	81
Cedar Rapids - Waterloo - Dubuque	224,475	82
Little Rock	213,756	83
Johnstown - Altoona	200,554	84
Charleston, S.C	199,660	85
Sarasota	197,265	86
Davenport - Rock Island - Moline	194,939	87
Eugene	192,111	88
Lexington	191,583	89
South Bend - Elkhart	188,722	90
Columbia, S.C	185,742	91
Charleston - Huntington	183,936	92
Lansing	179,319	93
Colorado Springs - Pueblo	178,169	94
Ft. Wayne	171,923	95
Sioux Falls - Mitchell	163,932	96
Youngstown	163,486	97
Yakima - Pasco - Richland - Kennewick	162,452	98
Springfield, Mo	161,373	99
Shreveport - Texarkana	159,438	100
Savannah	156,072	101
La Crosse - Eau Claire	154,198	102
Chattanooga	151,873	103
Traverse City - Cadillac	150,725	104
Wausau - Rhinelander	150,553	105
Lincoln - Hastings - Kearney	149,753	106
Salisbury	149,175	107
Peoria - Bloomington	147,201	108
Fargo	146,526	109
Reno	145,098	110
Florence - Myrtle Beach	145,0[illegible]5	111
Paducah - Cape Girardeau - Harrisburg - Marion	138,774	112
El Paso	137,100	113
Bakersfield	135,386	114
Waco - Temple - Bryan	133,406	115
Tallahassee - Thomasville	132,325	116
Chico - Redding	131,703	117
Utica	128,386	118
Evansville	125,178	119
Duluth - Superior	124,629	120
Greenville - New Bern - Washington	124,342	121
Medford	121,800	122
Erie	120,306	123
Jackson, Miss	119,508	124
Baton Rouge	119,365	125
Binghamton	117,407	126
Huntsville - Decatur - Florence	114,552	127
Tyler - Longview - Jacksonville	114,348	128
Bangor	110,252	129
Boise	108,042	130
Augusta	105,277	131
Amarillo	103,850	132
Rockford	101,326	133
Rochester - Mason City - Austin	100,480	134
McAllen - Brownsville	98,884	135
Bristol - Kingsport - Johnson City	98,559	136
Corpus Christi	95,712	137
Panama City	95,366	138
Macon	94,773	139
Sioux City	89,393	140
Lubbock	88,030	141
Gainesville	86,041	142
Columbus, Ga	84,255	143
Lafayette, La	83,907	144
Topeka	83,492	145
Ft. Smith	82,738	146
Wichita Falls - Lawton	82,602	147
Wilmington	81,028	148
Beaumont - Port Arthur	79,313	149
Montgomery - Selma	79,141	150
Billings - Hardin	78,685	151
Minot - Bismarck - Dickinson - Glendive	77,521	152
Grand Junction - Durango	76,546	153
Idaho Falls - Pocatello	73,568	154
Watertown - Carthage	73,444	155
Rapid City	73,153	156
Columbia - Jefferson City	72,050	157
Joplin - Pittsburg	70,014	158
Odessa - Midland	69,023	159
Monroe - El Dorado	67,055	160
Missoula	64,932	161
Elmira	63,456	162
Terre Haute	62,018	163
Wheeling - Steubenville	61,258	164
Albany, Ga	54,522	165
Abilene - Sweetwater	53,105	166
El Centro - Yuma	52,924	167
Biloxi - Gulfport - Pascagoula	52,832	168
Eureka	49,026	169
Flagstaff	46,704	170
Quincy - Hannibal	46,173	171
Great Falls	45,828	172
Butte	44,464	173
Harrisonburg	44,341	174
Charlottesville	42,217	175
Columbus - Tupelo	41,567	176
Bluefield - Beckley - Oak Hill	40,669	177
Lake Charles	38,403	178
Dothan	38,277	179
Marquette	36,988	180
Cheyenne - Scottsbluff (Sterling)	36,909	181
Bend	35,880	182
Clarksburg - Weston	34,544	183
Lafayette, Ind	34,359	184
Alexandria, La	34,052	185
Casper - Riverton	32,387	186
Lima	30,903	187
Twin Falls	28,034	188
San Angelo	27,895	189
St. Joseph	27,663	190
Laurel - Hattiesburg	27,303	191
Tuscaloosa	27,072	192
Mankato	26,763	193
Laredo	25,947	194
Parkersburg	25,876	195
Hagerstown	25,377	196
Jackson, Tenn	22,856	197
Zanesville	21,760	198
Ardmore - Ada	21,655	199
Jonesboro	21,078	200
Anniston	20,905	201
Greenwood - Greenville	20,566	202
Presque Isle	20,047	203
Bowling Green	18,201	204
Helena	17,978	205
Meridian	16,940	206
Victoria	16,394	207
Ottumwa - Kirksville	14,276	208
North Platte	13,940	209
Alpena	9,041	210
Total U.S. ADIs	80,998,895	

24TH ANNUAL RAI

1990
RESTAURANT ACTIVITY INDEX

ADI RANKING

ADI	RAI	Rank
Anniston	151	1
Salisbury	145	2
San Francisco - Oakland - San Jose	135	3
Los Angeles	131	4
San Diego	129	5
Sarasota	128	6
Raleigh - Durham	127	7
Atlanta	125	8
Lafayette, Ind	124	9
Grand Junction - Durango	123	10
Indianapolis	123	10
Salinas - Monterey	123	10
Orlando - Daytona Beach - Melbourne	122	13
Detroit	121	14
Washington, D.C.	119	15
Chicago	117	16
Miami - Ft. Lauderdale	117	16
Columbus, Ohio	116	18
Boston	115	19
Portland, Ore	113	20
Lansing	111	21
Tuscaloosa	111	21
Santa Barbara - Santa Maria - San Luis Obispo	110	23
Seattle - Tacoma	110	23
Springfield - Decatur - Champaign	110	23
Jacksonville	109	26
Milwaukee	109	26
Flagstaff	108	28
St. Louis	108	28
Denver	107	30
Nashville	107	30
West Palm Beach - Ft. Pierce - Vero Beach	107	30
Florence - Myrtle Beach	106	33
Baltimore	105	34
Minneapolis - St. Paul	105	34
Providence - New Bedford	105	34
Biloxi - Gulfport - Pascagoula	104	37
Cincinnati	104	37
Ft. Wayne	104	37
Madison	104	37
Springfield, Mass	104	37
Colorado Springs - Pueblo	103	42
Eugene	103	42
Louisville	103	42
Kansas City	102	45
Mobile - Pensacola	102	45
Albuquerque	101	47
Dayton	101	47
Ft. Myers - Naples	101	47
Grand Rapids - Kalamazoo - Battle Creek	101	47
La Crosse - Eau Claire	101	47
North Platte	101	47
Palm Springs	101	47
Peoria - Bloomington	101	47
South Bend - Elkhart	101	47
Greensboro - Winston-Salem - High Point	100	56
Hartford - New Haven	100	56
Twin Falls	100	56
Lexington	99	59
Sacramento - Stockton	99	59
Bend	98	61
Charleston, S.C.	97	62
Columbia, S.C.	97	62
Dallas - Ft. Worth	97	62
Knoxville	97	62
New York	97	62
Omaha	97	62
Savannah	97	62
Toledo	97	62
Zanesville	97	62
Cheyenne - Scottsbluff (Sterling)	96	71
Cleveland	96	71
Las Vegas	96	71
Norfolk - Portsmouth - Newport News - Hampton	96	71
Topeka	96	71
Charlotte	95	76
Green Bay - Appleton	95	76
Portland - Poland Spring	95	76
Tampa - St. Petersburg	95	76
Birmingham	94	80
Oklahoma City	94	80
Wichita - Hutchinson	94	80
Wichita Falls - Lawton	94	80
Butte	93	84
Lima	93	84
Erie	92	86
Huntsville - Decatur - Florence	92	86
Harrisburg - York - Lancaster - Lebanon	91	88
Memphis	91	88
San Antonio	91	88
Utica	91	88
Wausau - Rhinelander	91	88
Charlottesville	90	93
Flint - Saginaw - Bay City	90	93
Lincoln - Hastings - Kearney	90	93
Medford	90	93
Pittsburgh	90	93
Reno	90	93
Cedar Rapids - Waterloo - Dubuque	89	99
Macon	89	99
Syracuse	89	99
Tucson	89	99
Wilmington	89	99
Bakersfield	88	104
Chattanooga	88	104
Rapid City	88	104
Bowling Green	87	107
Columbia - Jefferson City	87	107
Davenport - Rock Island - Moline	87	107
Dothan	87	107
Gainesville	87	107
Philadelphia	87	107
Phoenix	87	107
St. Joseph	87	107
Abilene - Sweetwater	86	115
Austin, Tex	86	115
Columbus, Ga	86	115
Jackson, Miss	86	115
Montgomery - Selma	86	115
Panama City	86	115
Youngstown	86	115
Augusta	85	122
Boise	85	122
Rockford	85	122
Albany - Schenectady - Troy	84	125
Greenville - Spartanburg - Asheville	84	125
Missoula	84	125
Richmond	84	125
San Angelo	84	125
Sioux Falls - Mitchell	84	125
Joplin - Pittsburg	83	131
Parkersburg	83	131
Amarillo	82	133
Buffalo	82	133
Eureka	82	133
Fargo	82	133
Fresno - Visalia	82	133
Rochester - Mason City - Austin	82	133
Springfield, Mo	82	133
Watertown - Carthage	82	133
Billings - Hardin	81	141
Burlington - Plattsburgh	81	141
Chico - Redding	81	141
Greenville - New Bern - Washington	81	141
New Orleans	81	141
Rochester, N.Y.	81	141
Salt Lake City	81	141
Evansville	80	148
Houston	80	148
Lubbock	80	148
Roanoke - Lynchburg	80	148
Tallahassee - Thomasville	80	148
El Paso	79	153
Harrisonburg	79	153
Terre Haute	79	153
Minot - Bismarck - Dickinson - Glendive	78	156
Spokane	78	156
Tulsa	78	156
Wilkes-Barre - Scranton	78	156
Yakima - Pasco - Richland - Kennewick	78	156
Duluth - Superior	77	161
Tyler - Longview - Jacksonville	77	161
Great Falls	76	163
Helena	76	163
Paducah - Cape Girardeau - Harrisburg - Marion	76	163
Beaumont - Port Arthur	75	166
Casper - Riverton	75	166
Des Moines	75	166
Idaho Falls - Pocatello	75	166
Little Rock	75	166
Traverse City - Cadillac	75	166
Elmira	73	172
Johnstown - Altoona	73	172
Waco - Temple - Bryan	73	172
Binghamton	72	175
Ft. Smith	72	175
Marquette	72	175
Charleston - Huntington	71	178
Jackson, Tenn	71	178
Wheeling - Steubenville	71	178
Quincy - Hannibal	70	181
Sioux City	70	181
Laurel - Hattiesburg	69	183
Bristol - Kingsport - Johnson City	68	184
Corpus Christi	68	184
Hagerstown	68	184
El Centro - Yuma	66	187
Laredo	65	188
Ottumwa - Kirksville	65	188
Shreveport - Texarkana	65	188
Alpena	64	191
Columbus - Tupelo	63	192
Bangor	62	193
Clarksburg - Weston	62	193
Meridian	62	193
Victoria	62	193
Mankato	61	197
McAllen - Brownsville	61	197
Odessa - Midland	60	199
Alexandria, La	59	200
Greenwood - Greenville	57	201
Lafayette, La	56	202
Lake Charles	56	202
Albany, Ga	55	204
Ardmore - Ada	55	204
Baton Rouge	55	204
Jonesboro	55	204
Monroe - El Dorado	55	204
Bluefield - Beckley - Oak Hill	51	209
Presque Isle	50	210
Total U.S. ADIs	100	

24TH ANNUAL RGI

1990
RESTAURANT GROWTH INDEX

ADI RANKING

ADI	RGI	Rank
Las Vegas	420	1
Reno	274	2
Philadelphia	134	3
Washington, D.C.	128	4
Houston	121	5
Baton Rouge	120	6
Baltimore	118	7
Orlando - Daytona Beach - Melbourne	118	7
Harrisburg - York - Lancaster - Lebanon	115	9
Dallas - Ft. Worth	113	10
Tallahassee - Thomasville	113	10
Chicago	112	12
Los Angeles	112	12
San Diego	112	12
Jacksonville	111	15
Minneapolis - St. Paul	111	15
New York	110	17
Palm Springs	110	17
Richmond	110	17
San Francisco - Oakland - San Jose	109	20
Augusta	108	21
Rochester, N.Y.	108	21
Boston	107	23
Detroit	107	23
Miami - Ft. Lauderdale	107	23
Beaumont - Port Arthur	106	26
Kansas City	106	26
Milwaukee	106	26
Atlanta	105	29
Charlottesville	105	29
Hagerstown	105	29
Jackson, Miss.	105	29
Memphis	105	29
Phoenix	105	29
Hartford - New Haven	104	35
Lake Charles	104	35
Lansing	104	35
Macon	104	35
Nashville	104	35
New Orleans	104	35
West Palm Beach - Ft. Pierce - Vero Beach	104	35
Alexandria, La.	103	42
Cincinnati	102	43
Columbia, S.C.	102	43
Montgomery - Selma	102	43
Roanoke - Lynchburg	102	43
St. Louis	102	43
Bakersfield	101	48
Charleston, S.C.	101	48
Flagstaff	101	48
Grand Junction - Durango	101	48
Lafayette, La.	101	48
Twin Falls	101	48
Birmingham	100	54
Tampa - St. Petersburg	100	54
Anniston	99	56
Columbus, Ohio	99	56
Louisville	99	56
Raleigh - Durham	99	56
Savannah	99	56
Bristol - Kingsport - Johnson City	98	61
Harrisonburg	98	61
Lexington	98	61
Salt Lake City	98	61
Seattle - Tacoma	98	61
Bowling Green	97	66
Columbus, Ga.	97	66
Huntsville - Decatur - Florence	97	66
Knoxville	97	66
Lafayette, Ind.	97	66
Norfolk - Portsmouth - Newport News - Hampton	97	66
Binghamton	96	72
Charlotte	96	72
Grand Rapids - Kalamazoo - Battle Creek	96	72
Mobile - Pensacola	96	72
Gainesville	95	76
Albany, Ga.	94	77
Meridian	94	77
Greensboro - Winston-Salem - High Point	93	79
Biloxi - Gulfport - Pascagoula	92	80
Cleveland	92	80
Columbus - Tupelo	92	80
Dayton	92	80
Rockford	92	80
Yakima - Pasco - Richland - Kennewick	92	80
Greenville - Spartanburg - Asheville	91	86
Indianapolis	91	86
Peoria - Bloomington	91	86
Springfield, Mass.	91	86
Denver	90	90
El Paso	90	90
Fresno - Visalia	90	90
Sacramento - Stockton	90	90
Salinas - Monterey	90	90
Shreveport - Texarkana	90	90
Evansville	89	96
Jackson, Tenn.	89	96
Madison	89	96
Pittsburgh	89	96
Portland, Ore.	89	96
Tuscaloosa	89	96
Chattanooga	88	102
Dothan	88	102
Little Rock	88	102
Omaha	88	102
Presque Isle	88	102
Flint - Saginaw - Bay City	87	107
Ft. Wayne	87	107
Laredo	87	107
Monroe - El Dorado	87	107
Parkersburg	87	107
Austin, Tex.	86	112
Bluefield - Beckley - Oak Hill	86	112
Springfield - Decatur - Champaign	86	112
Ft. Myers - Naples	85	115
Syracuse	85	115
Des Moines	84	117
Rochester - Mason City - Austin	84	117
Tucson	84	117
Albany - Schenectady - Troy	83	120
Florence - Myrtle Beach	83	120
Idaho Falls - Pocatello	83	120
Laurel - Hattiesburg	83	120
Albuquerque	82	124
Erie	82	124
Green Bay - Appleton	82	124
Providence - New Bedford	82	124
Santa Barbara - Santa Maria - San Luis Obispo	82	124
Cedar Rapids - Waterloo - Dubuque	81	129
San Antonio	81	129
Casper - Riverton	80	131
Charleston - Huntington	80	131
Columbia - Jefferson City	80	131
El Centro - Yuma	80	131
Greenville - New Bern - Washington	80	131
Burlington - Plattsburgh	79	136
Toledo	79	136
Topeka	79	136
Wheeling - Steubenville	79	136
Colorado Springs - Pueblo	78	140
Davenport - Rock Island - Moline	78	140
Portland - Poland Spring	77	142
St. Joseph	77	142
Spokane	77	142
Boise	76	145
Buffalo	75	146
Cheyenne - Scottsbluff (Sterling)	75	146
Elmira	75	146
Minot - Bismarck - Dickinson - Glendive	75	146
South Bend - Elkhart	75	146
Wilkes-Barre - Scranton	75	146
Ft. Smith	74	152
La Crosse - Eau Claire	74	152
Lincoln - Hastings - Kearney	74	152
McAllen - Brownsville	74	152
Panama City	74	152
Tulsa	74	152
Utica	74	152
Wichita - Hutchinson	74	152
Youngstown	74	152
Billings - Hardin	73	161
Corpus Christi	73	161
Lima	73	161
Sarasota	73	161
Waco - Temple - Bryan	73	161
Jonesboro	72	166
North Platte	72	166
Terre Haute	72	166
Tyler - Longview - Jacksonville	72	166
Greenwood - Greenville	70	170
Eugene	69	171
Johnstown - Altoona	69	171
Rapid City	69	171
Wilmington	69	171
Zanesville	69	171
Chico - Redding	68	176
Fargo	68	176
Paducah - Cape Girardeau - Harrisburg - Marion	68	176
Bangor	67	179
Lubbock	67	179
Wausau - Rhinelander	67	179
Oklahoma City	66	182
Sioux Falls - Mitchell	66	182
Wichita Falls - Lawton	66	182
Helena	65	185
Mankato	65	185
Victoria	65	185
Clarksburg - Weston	64	188
Duluth - Superior	64	188
Great Falls	64	188
Salisbury	64	188
San Angelo	64	188
Springfield, Mo.	64	188
Odessa - Midland	63	194
Bend	62	195
Eureka	62	195
Ottumwa - Kirksville	62	195
Quincy - Hannibal	62	195
Watertown - Carthage	62	195
Amarillo	61	200
Butte	61	200
Sioux City	61	200
Missoula	60	203
Alpena	59	204
Ardmore - Ada	59	204
Abilene - Sweetwater	57	206
Marquette	57	206
Joplin - Pittsburg	54	208
Medford	54	208
Traverse City - Cadillac	51	210
Total U.S. ADIs	100	

24TH ANNUAL RGI

1990
POPULATION PER UNIT

ADI RANKING

ADI	Pop. Per Unit	Rank
Alexandria, La.	1,358	1
Laredo	1,307	2
McAllen - Brownsville	1,241	3
Columbus - Tupelo	1,110	4
Meridian	1,105	5
Monroe - El Dorado	1,103	6
Lake Charles	1,100	7
Palm Springs	1,098	8
Lafayette, La	1,093	9
Baton Rouge	1,077	10
Bowling Green	1,076	11
Bluefield - Beckley - Oak Hill	1,075	12
Montgomery - Selma	1,069	13
Bristol - Kingsport - Johnson City	1,051	14
Shreveport - Texarkana	1,048	15
El Paso	1,042	16
Augusta	1,033	17
Jackson, Miss	1,031	18
Anniston	1,028	19
Dothan	1,008	20
Birmingham	1,006	21
Columbus, Ga	1,001	22
Greenwood - Greenville	998	23
Albany, Ga	992	24
Laurel - Hattiesburg	992	24
Beaumont - Port Arthur	984	26
Tallahassee - Thomasville	984	26
Memphis	9[illegible]7	28
Charleston - Huntington	975	29
Presque Isle	973	30
Bakersfield	960	31
Macon	959	32
El Centro - Yuma	952	33
Fresno - Visalia	951	34
Greenville - New Bern - Washington	950	35
Las Vegas	941	36
Lexington	938	37
Jackson, Tenn.	921	38
Houston	915	39
Huntsville - Decatur - Florence	914	40
Louisville	908	41
Columbia, S.C	907	42
Charleston, S.C	905	43
Waco - Temple - Bryan	905	43
Flint - Saginaw - Bay City	898	45
Knoxville	898	45
Jonesboro	895	47
Salt Lake City	892	48
Hagerstown	891	49
Tuscaloosa	887	50
Lansing	885	51
Nashville	885	51
Mobile - Pensacola	884	53
Baltimore	874	54
Savannah	870	55
Ottumwa - Kirksville	865	56
Little Rock	864	57
Harrisburg - York - Lancaster - Lebanon	862	58
Wheeling - Steubenville	862	58
Roanoke - Lynchburg	861	60
Harrisonburg	859	61
Detroit	858	62
New Orleans	858	62
Tampa - St. Petersburg	853	64
Johnstown - Altoona	850	65
Binghamton	848	66
Parkersburg	848	66
Grand Rapids - Kalamazoo - Battle Creek	847	68
Evansville	845	69
Paducah - Capo Girardeau - Harrisburg - M[illegible]on	844	70
Cincinnati	843	71
Biloxi - Gulfport - Pascagoula	842	72
Ardmore - Ada	841	73
Chattanooga	841	73
Minneapolis - St. Paul	840	75
Greenville - Spartanburg - Asheville	839	76
Richmond	838	77
Terre Haute	838	77
Tyler - Longview - Jacksonville	836	79
Philadelphia	834	80
Yakima - Pasco - Richland - Kennewick	833	81
Clarksburg - Weston	828	82
Columbus, Ohio	827	83
Jacksonville	825	84
Tucson	825	84
Columbia - Jefferson City	824	86
Raleigh - Durham	823	87
Pittsburgh	822	88
Dayton	819	89
Phoenix	815	90
Ft. Smith	806	91
Los Angeles	806	91
Norfolk - Portsmouth - Newport News - Hampton	806	91
St. Louis	805	94
San Antonio	805	94
San Diego	805	94
Chicago	803	97
Kansas City	803	97
Dallas - Ft. Worth	801	99
Springfield, Mass	799	100
Sacramento - Stockton	796	101
Lafayette, Ind	795	102
Milwaukee	793	103
Cleveland	792	104
Orlando - Daytona Beach - Melbourne	791	105
Rockford	789	106
St. Joseph	786	107
Elmira	783	108
Zanesville	782	109
Rochester, N.Y	781	110
Greensboro - Winston-Salem - High Point	780	111
West Palm Beach - Ft. Pierce - Vero Beach	780	111
Abilene - Sweetwater	778	113
New York	778	113
Charlotte	776	115
Washington, D.C	771	116
Youngstown	770	117
Erie	769	118
Albuquerque	767	119
Ft. Wayne	767	119
Ft. Myers - Naples	764	121
Idaho Falls - Pocatello	764	121
Corpus Christi	761	123
Wichita Falls - Lawton	761	123
Wilkes-Barre - Scranton	760	125
Gainesville	755	126
Quincy - Hannibal	755	126
San Angelo	753	128
Panama City	751	129
Indianapolis	749	130
Watertown - Carthage	749	130
Cedar Rapids - Waterloo - Dubuque	748	132
Wilmington	747	133
Atlanta	744	134
Green Bay - Appleton	744	134
Rochester - Mason City - Austin	744	134
Springfield - Decatur - Champaign	744	134
Boise	743	138
Toledo	743	138
La Crosse - Eau Claire	738	140
Spokane	738	140
Tulsa	737	142
Chico - Redding	736	143
Des Moines	736	143
Miami - Ft. Lauderdale	731	145
Reno	731	145
Omaha	729	147
Mankato	728	148
South Bend - Elkhart	728	148
Victoria	728	148
Marquette	727	151
Seattle - Tacoma	725	152
Davenport - Rock Island - Moline	723	153
Hartford - New Haven	723	153
Springfield, Mo.	723	153
Peoria - Bloomington	722	156
Portland, Ore.	718	157
Utica	718	157
Colorado Springs - Pueblo	717	159
Topeka	717	159
Lubbock	716	161
Fargo	714	162
Minot - Bismarck - Dickinson - Glendive	705	163
Alpena	703	164
Syracuse	697	165
Madison	693	166
Austin, Tex	692	167
Providence - New Bedford	691	168
Boston	690	169
Buffalo	685	170
Sioux City	683	171
Lincoln - Hastings - Kearney	681	172
Salinas - Monterey	674	173
Bangor	673	174
Charlottesville	671	175
Odessa - Midland	671	175
Cheyenne - Scottsbluff (Sterling)	669	177
Eugene	667	178
Wausau - Rhinelander	667	178
Grand Junction - Durango	663	180
Burlington - Plattsburgh	656	181
Sioux Falls - Mitchell	655	182
Lima	650	183
Oklahoma City	649	184
Albany - Schenectady - Troy	647	185
Joplin - Pittsburg	643	186
Rapid City	642	187
Duluth - Superior	638	188
San Francisco - Oakland - San Jose	638	188
Wichita - Hutchinson	636	190
Twin Falls	632	191
Amarillo	630	192
Denver	627	193
Santa Barbara - Santa Maria - San Luis Obispo	622	194
Medford	619	195
Sarasota	615	196
Flagstaff	612	197
Casper - Riverton	611	198
Florence - Myrtle Beach	611	198
Billings - Hardin	609	200
Great Falls	609	200
North Platte	584	202
Portland - Poland Spring	575	203
Traverse City - Cadillac	573	204
Bend	566	205
Missoula	561	206
Eureka	554	207
Butte	541	208
Helena	524	209
Salisbury	462	210
Total U.S. ADIs	790	

24TH ANNUAL RGI

1990

PER CAPITA EATING PLACE SALES

ADI RANKING

ADI	Per Capita Sales	Rank
Salisbury	1.146	1
Sarasota	1.034	2
San Francisco - Oakland - San Jose	982	3
Boston	962	4
Santa Barbara - Santa Maria - San Luis Obispo	896	5
Portland - Poland Spring	894	6
Bend	880	7
Charlottesville	878	8
Grand Junction - Durango	877	9
Flagstaff	875	10
Orlando - Daytona Beach - Melbourne	872	11
Los Angeles	860	12
Seattle - Tacoma	845	13
Washington. D.C	844	14
Miami - Ft. Lauderdale	835	15
Florence - Myrtle Beach	830	16
West Palm Beach - Ft. Pierce - Vero Beach	824	17
Salinas - Monterey	817	18
San Diego	811	19
Raleigh - Durham	803	20
Atlanta	800	21
Ft. Myers - Naples	797	22
Providence - New Bedford	793	23
Denver	790	24
Portland, Ore	772	25
Austin, Tex	763	26
Hartford - New Haven	754	27
Dallas - Ft. Worth	743	28
Jacksonville	735	29
Springfield, Mass	734	30
Las Vegas	725	31
New Orleans	720	32
Eugene	711	33
Chicago	706	34
Albany - Schenectady - Troy	704	35
Madison	704	35
Panama City	704	35
Gainesville	693	38
Reno	693	38
Cincinnati	692	40
Detroit	688	41
New York	688	41
Tampa - St. Petersburg	683	43
Kansas City	681	44
Phoenix	681	44
Rochester, N.Y	679	46
Helena	678	47
Milwaukee	678	47
Lafayette, Ind	676	49
St. Louis	676	49
Baltimore	675	51
Charleston, S.C	671	52
Minneapolis - St. Paul	671	52
Norfolk - Portsmouth - Newport News - Hampton	671	52
Indianapolis	667	55
Sacramento - Stockton	664	56
Syracuse	663	57
Burlington - Plattsburgh	660	58
San Antonio	654	59
Lima	650	60
North Platte	650	60
Medford	649	62
Columbus, Ohio	646	63
Philadelphia	646	63
Cheyenne - Scottsbluff (Sterling)	645	65
Oklahoma City	639	66
Billings - Hardin	638	67
Zanesville	638	67
Greensboro - Winston-Salem - High Point	637	69

ADI	Per Capita Sales	Rank
Savannah	632	70
Utica	632	70
Springfield - Decatur - Champaign	630	72
Charlotte	629	73
Wichita - Hutchinson	624	74
Missoula	620	75
Louisville	618	76
Houston	617	77
Butte	616	78
Green Bay - Appleton	616	78
Palm Springs	615	80
Lubbock	614	81
Mobile - Pensacola	614	81
Dayton	613	83
Richmond	613	83
Amarillo	611	85
Lexington	611	85
Cleveland	606	87
Harrisburg - York - Lancaster - Lebanon	606	87
Anniston	605	89
Spokane	604	90
Columbia, S.C	603	91
Omaha	603	91
Buffalo	602	93
Tuscaloosa	600	94
Yakima - Pasco - Richland - Kennewick	600	94
Albuquerque	599	96
Nashville	598	97
Twin Falls	596	98
Tulsa	595	99
Peoria - Bloomington	592	100
Toledo	591	101
Biloxi - Gulfport - Pascagoula	588	102
Erie	583	103
Pittsburgh	583	103
Colorado Springs - Pueblo	580	105
Bangor	579	106
Knoxville	578	107
Tucson	578	107
Eureka	577	109
Ft. Wayne	577	109
Traverse City - Cadillac	577	109
Cedar Rapids - Waterloo - Dubuque	576	112
Lansing	576	112
Chico - Redding	575	114
Greenville - Spartanburg - Asheville	574	115
La Crosse - Eau Claire	571	116
Wilmington	571	116
Mankato	570	118
Tyler - Longview - Jacksonville	570	118
Des Moines	569	120
Rapid City	568	121
Wausau - Rhinelander	568	121
South Bend - Elkhart	567	123
Victoria	563	124
Watertown - Carthage	560	125
Huntsville - Decatur - Florence	556	126
Topeka	556	126
Parkersburg	555	128
Bakersfield	554	129
Davenport - Rock Island - Moline	554	129
Wichita Falls - Lawton	551	131
Chattanooga	548	132
Roanoke - Lynchburg	545	133
St. Joseph	542	134
San Angelo	542	134
Boise	540	136
Rochester - Mason City - Austin	540	136
Rockford	540	136
Wilkes-Barre - Scranton	540	136
Corpus Christi	538	140

ADI	Per Capita Sales	Rank
Augusta	537	141
Birmingham	536	142
Casper - Riverton	536	142
Grand Rapids - Kalamazoo - Battle Creek	535	144
Dothan	534	145
Flint - Saginaw - Bay City	534	145
Tallahassee - Thomasville	527	147
Macon	523	148
Lincoln - Hastings - Kearney	519	149
Binghamton	518	150
Joplin - Pittsburg	518	150
Fresno - Visalia	516	152
Beaumont - Port Arthur	515	153
Elmira	514	154
Bowling Green	513	155
Duluth - Superior	513	155
Salt Lake City	513	155
Youngstown	511	158
Ft. Smith	508	159
Fargo	507	160
Columbus, Ga	506	161
Columbia - Jefferson City	503	162
Little Rock	503	162
Sioux Falls - Mitchell	501	164
Abilene - Sweetwater	499	165
Great Falls	498	166
Evansville	496	167
Springfield, Mo	496	167
Johnstown - Altoona	494	169
Harrisonburg	491	170
Greenville - New Bern - Washington	488	171
Montgomery - Selma	488	171
Waco - Temple - Bryan	488	171
Odessa - Midland	485	174
Memphis	479	175
Lafayette, La	475	176
Lake Charles	475	176
Baton Rouge	470	178
Hagerstown	466	179
Laredo	459	180
Idaho Falls - Pocatello	456	181
Jackson, Miss	453	182
Paducah - Cape Girardeau - Harrisburg - Marion	449	183
Wheeling - Steubenville	448	184
Marquette	447	185
Sioux City	445	186
Charleston - Huntington	444	187
Shreveport - Texarkana	444	187
El Paso	442	189
Minot - Bismarck - Dickinson - Glendive	432	190
El Centro - Yuma	426	191
Albany, Ga	425	192
Monroe - El Dorado	421	193
Bristol - Kingsport - Johnson City	417	194
Jackson, Tenn	413	195
Alpena	407	196
Presque Isle	406	197
Clarksburg - Weston	403	198
Alexandria, La	400	199
Quincy - Hannibal	393	200
Terre Haute	392	201
Laurel - Hattiesburg	386	202
Ardmore - Ada	384	203
Ottumwa - Kirksville	384	203
Bluefield - Beckley - Oak Hill	355	205
McAllen - Brownsville	355	205
Meridian	355	205
Jonesboro	350	208
Columbus - Tupelo	331	209
Greenwood - Greenville	330	210
Total U.S. ADIs	675	

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1990
PER CAPITA FAST FOOD SALES

ADI RANKING

ADI	Per Capita Sales	Rank
Salisbury	468	1
Florence - Myrtle Beach	406	2
Raleigh - Durham	402	3
Atlanta	385	4
Charlottesville	383	5
Jacksonville	374	6
Anniston	367	7
Tuscaloosa	364	8
Bend	360	9
Huntsville - Decatur - Florence	356	10
Indianapolis	354	11
Lafayette, Ind	351	12
Biloxi - Gulfport - Pascagoula	347	13
Flagstaff	347	13
Austin, Tex	346	15
Louisville	346	15
Lexington	344	17
Bowling Green	334	18
Savannah	334	18
Parkersburg	332	20
Charlotte	330	21
Kansas City	330	21
Dothan	329	23
San Francisco - Oakland - San Jose	327	24
Zanesville	327	24
Los Angeles	325	26
St. Louis	324	27
Columbus, Ohio	323	28
Chattanooga	322	29
Dallas - Ft. Worth	322	29
Norfolk - Portsmouth - Newport News - Hampton	321	31
Dayton	320	32
San Antonio	319	33
Mobile - Pensacola	315	34
Orlando - Daytona Beach - Melbourne	315	34
Wichita - Hutchinson	315	34
San Diego	314	37
Santa Barbara - Santa Maria - San Luis Obispo	311	38
Montgomery - Selma	310	39
Portland - Poland Spring	310	39
Lima	308	41
Nashville	307	42
New Orleans	307	42
Oklahoma City	307	42
Wilmington	307	42
Amarillo	306	46
Birmingham	306	46
Greensboro - Winston-Salem - High Point	304	48
Greenville - Spartanburg - Asheville	304	48
Cincinnati	303	50
Washington, D.C	302	51
Las Vegas	301	52
Lubbock	301	52
Grand Junction - Durango	300	54
North Platte	300	54
Seattle - Tacoma	299	56
Tulsa	298	57
Knoxville	294	58
Portland, Ore	293	59
Corpus Christi	291	60
Topeka	290	61
Columbus, Ga	289	62
Richmond	288	63
Tyler - Longview - Jacksonville	288	63
Bakersfield	287	65
Reno	287	65
Sacramento - Stockton	287	65
Salinas - Monterey	287	65
Springfield - Decatur - Champaign	287	65
Columbia, S.C	286	70
Eugene	285	71
Augusta	283	72
Charleston, S.C	283	72
Detroit	283	72
South Bend - Elkhart	283	72
Macon	282	76
Baltimore	281	77
Ft. Smith	278	78
Providence - New Bedford	277	79
Wichita Falls - Lawton	277	79
Denver	275	81
Cheyenne - Scottsbluff (Sterling)	274	82
Palm Springs	274	82
Phoenix	273	84
Evansville	272	85
Panama City	271	86
Peoria - Bloomington	271	86
Twin Falls	271	86
Cleveland	270	89
Ft. Wayne	270	89
Albuquerque	268	91
Greenville - New Bern - Washington	268	91
Little Rock	268	91
Omaha	268	91
Miami - Ft. Lauderdale	267	95
Tampa - St. Petersburg	267	95
St. Joseph	266	97
Harrisonburg	265	98
Beaumont - Port Arthur	264	99
Chicago	264	99
Toledo	264	99
Boston	263	102
San Angelo	263	102
Charleston - Huntington	262	104
Davenport - Rock Island - Moline	262	104
Houston	262	104
Joplin - Pittsburg	262	104
Paducah - Cape Girardeau - Harrisburg - Marion	262	104
Rochester, N.Y	262	104
Columbia - Jefferson City	261	110
Ft. Myers - Naples	260	111
Madison	260	111
Roanoke - Lynchburg	260	111
Victoria	260	111
Gainesville	259	115
Medford	259	115
Springfield, Mo	259	115
Abilene - Sweetwater	258	118
Milwaukee	258	118
Spokane	257	120
Helena	256	121
Salt Lake City	255	122
Lansing	253	123
Sarasota	253	123
West Palm Beach - Ft. Pierce - Vero Beach	253	123
Bristol - Kingsport - Johnson City	252	126
Cedar Rapids - Waterloo - Dubuque	251	127
Clarksburg - Weston	250	128
Billings - Hardin	249	129
Lafayette, La	249	129
Laurel - Hattiesburg	249	129
Memphis	249	129
Jackson, Miss	248	133
Tucson	247	134
Albany, Ga	246	135
Wheeling - Steubenville	246	135
Minneapolis - St. Paul	245	137
Des Moines	243	138
Baton Rouge	242	139
Hartford - New Haven	242	139
Odessa - Midland	242	139
Springfield, Mass	242	139
Boise	240	143
Lincoln - Hastings - Kearney	240	143
Colorado Springs - Pueblo	239	145
Tallahassee - Thomasville	239	145
Shreveport - Texarkana	238	147
Lake Charles	236	148
Rockford	236	148
Missoula	235	150
Butte	234	151
Syracuse	234	151
Fargo	233	153
Meridian	232	154
Traverse City - Cadillac	232	154
Waco - Temple - Bryan	232	154
Youngstown	231	157
Buffalo	230	158
Flint - Saginaw - Bay City	229	159
Jackson, Tenn	229	159
Green Bay - Appleton	228	161
Harrisburg - York - Lancaster - Lebanon	228	161
Monroe - El Dorado	226	163
Fresno - Visalia	225	164
Rapid City	225	164
Yakima - Pasco - Richland - Kennewick	225	164
Pittsburgh	223	167
Albany - Schenectady - Troy	222	168
Erie	222	168
Chico - Redding	218	170
Eureka	218	170
Casper - Riverton	217	172
Philadelphia	217	172
Watertown - Carthage	217	172
Wilkes-Barre - Scranton	216	175
Ardmore - Ada	215	176
Bluefield - Beckley - Oak Hill	215	176
Columbus - Tupelo	215	176
Grand Rapids - Kalamazoo - Battle Creek	215	176
Mankato	214	180
Rochester - Mason City - Austin	214	180
Greenwood - Greenville	213	182
Laredo	213	182
Jonesboro	212	184
Terre Haute	211	185
Bangor	209	186
La Crosse - Eau Claire	209	186
Quincy - Hannibal	208	188
Alexandria, La	207	189
El Paso	206	190
Minot - Bismarck - Dickinson - Glendive	204	191
Idaho Falls - Pocatello	203	192
Ottumwa - Kirksville	200	193
Sioux City	197	194
Wausau - Rhinelander	197	194
Hagerstown	196	196
Burlington - Plattsburgh	194	197
Great Falls	194	197
Sioux Falls - Mitchell	191	199
Utica	190	200
Johnstown - Altoona	189	201
Duluth - Superior	187	202
Marquette	180	203
Elmira	176	204
New York	176	204
El Centro - Yuma	165	206
McAllen - Brownsville	165	206
Alpena	164	208
Binghamton	160	209
Presque Isle	146	210
Total U.S. ADIs	272	

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1990
PER CAPITA RESTAURANT SALES

ADI RANKING

ADI	Per Capita Sales	Rank
Sarasota	698	1
Salisbury	599	2
Boston	572	3
Santa Barbara - Santa Maria - San Luis Obispo	546	4
San Francisco - Oakland - San Jose	544	5
Portland - Poland Spring	521	6
West Palm Beach - Ft. Pierce - Vero Beach	512	7
Grand Junction - Durango	500	8
Salinas - Monterey	488	9
Orlando - Daytona Beach - Melbourne	477	10
Seattle - Tacoma	477	10
Flagstaff	474	12
Ft. Myers - Naples	474	12
Bend	473	14
Miami - Ft. Lauderdale	470	15
Los Angeles	446	16
Providence - New Bedford	439	17
San Diego	431	18
Springfield, Mass	431	18
Denver	416	20
Washington, D C	415	21
Hartford - New Haven	414	22
Portland, Ore	412	23
Burlington - Plattsburgh	405	24
Madison	403	25
Albany - Schenectady - Troy	396	26
Charlottesville	386	27
New York	379	28
Helena	377	29
Eugene	376	30
Panama City	376	30
Gainesville	372	32
Milwaukee	358	33
Chicago	355	34
Minneapolis - St. Paul	355	34
Tampa - St. Petersburg	350	36
Billings - Hardin	349	37
Florence - Myrtle Beach	349	37
Medford	348	39
Green Bay - Appleton	347	40
Missoula	345	41
Butte	344	42
Wausau - Rhinelander	343	43
Eureka	340	44
Utica	340	44
Philadelphia	339	46
Cheyenne - Scottsbluff (Sterling)	338	47
Yakima - Pasco - Richland - Kennewick	337	48
Sacramento - Stockton	336	49
Rochester, N.Y.	332	50
Syracuse	332	50
Bangor	331	52
Phoenix	329	53
Harrisburg - York - Lancaster - Lebanon	328	54
Reno	327	55
La Crosse - Eau Claire	326	56
Mankato	325	57
Detroit	321	58
Austin, Tex	320	59
Las Vegas	316	60
Palm Springs	316	60
Raleigh - Durham	316	60
Charleston, S.C	315	63
Atlanta	314	64
Traverse City - Cadillac	314	64
Cincinnati	313	66
Rapid City	313	6
Chico - Redding	310	68
North Platte	310	68
Spokane	307	70
Jacksonville	303	71
New Orleans	299	72
Casper - Riverton	298	73
Dallas - Ft. Worth	298	73
Buffalo	296	75
Erie	293	76
Watertown - Carthage	290	77
Pittsburgh	289	78
Rochester - Mason City - Austin	288	79
Twin Falls	288	79
Duluth - Superior	287	81
Baltimore	286	82
Norfolk - Portsmouth - Newport News - Hampton	286	82
Lansing	285	84
Sioux Falls - Mitchell	282	85
Lima	281	86
Omaha	281	86
Cleveland	280	88
Colorado Springs - Pueblo	280	88
Springfield - Decatur - Champaign	280	88
Grand Rapids - Kalamazoo - Battle Creek	279	91
Tucson	279	91
Cedar Rapids - Waterloo - Dubuque	278	93
Binghamton	276	94
Kansas City	275	95
Albuquerque	274	96
Toledo	273	97
Des Moines	272	98
Ft. Wayne	272	98
Great Falls	272	98
Flint - Saginaw - Bay City	271	101
Elmira	269	102
Wilkes Barre - Scranton	269	102
Columbus, Ohio	266	104
Zanesville	265	105
Houston	263	106
Boise	262	107
Lafayette, Ind	262	107
Fargo	257	109
Fresno - Visalia	256	110
St. Louis	252	111
San Antonio	252	111
Peoria - Bloomington	251	113
Davenport - Rock Island - Moline	249	114
Mobile - Pensacola	249	114
Richmond	248	116
Johnstown - Altoona	247	117
Tallahassee - Thomasville	247	117
Rockford	246	119
Knoxville	244	120
Marquette	244	120
Lincoln - Hastings - Kearney	243	122
Nashville	243	122
Bakersfield	242	124
El Centro - Yuma	241	125
Savannah	239	126
Dayton	238	127
Greensboro - Winston-Salem - High Point	238	127
Wichita - Hutchinson	238	127
Indianapolis	237	130
Charlotte	233	131
Lubbock	233	131
South Bend - Elkhart	233	131
Amarillo	232	134
Oklahoma City	231	135
Presque Isle	231	135
Idaho Falls - Pocatello	228	137
Roanoke - Lynchburg	227	138
Youngstown	227	138
Columbia, S.C	226	140
Alpena	222	141
Victoria	221	142
Louisville	220	143
Sioux City	217	144
St. Joseph	216	145
Greenville - Spartanburg - Asheville	215	146
Minot - Bismarck - Dickinson - Glendive	213	147
Tyler - Longview - Jacksonville	212	148
Salt Lake City	210	149
Lexington	209	150
Wilmington	209	150
Hagerstown	208	152
San Angelo	207	153
Topeka	206	154
Tulsa	206	154
Columbia - Jefferson City	200	156
Wichita Falls - Lawton	200	156
Joplin - Pittsburg	198	158
Springfield, Mo.	195	159
Corpus Christi	190	160
Chattanooga	189	161
Macon	188	162
Waco - Temple - Bryan	188	162
Harrisonburg	186	164
Abilene - Sweetwater	184	165
Augusta	184	165
Beaumont - Port Arthur	184	165
Evansville	182	168
Odessa - Midland	182	168
Anniston	180	170
El Paso	180	170
Laredo	179	172
Little Rock	179	172
Tuscaloosa	179	172
Greenville - New Bern - Washington	178	175
Biloxi - Gulfport - Pascagoula	175	176
Parkersburg	174	177
Memphis	172	178
Birmingham	170	179
Columbus, Ga	168	180
Ft. Smith	168	180
Lake Charles	168	180
Baton Rouge	164	183
Wheeling - Steubenville	164	183
Ottumwa - Kirksville	163	185
Dothan	160	186
Lafayette, La	160	186
Paducah - Cape Girardeau - Harrisburg - Marion	160	186
Quincy - Hannibal	160	186
Shreveport - Texarkana	160	186
Huntsville - Decatur - Florence	154	191
Jackson, Miss	152	192
Jackson, Tenn	152	192
Terre Haute	151	194
Bowling Green	148	195
Charleston - Huntington	147	196
Albany, Ga	145	197
Monroe - El Dorado	141	198
McAllen - Brownsville	138	199
Montgomery - Selma	137	200
Alexandria, La	136	201
Bristol - Kingsport - Johnson City	127	202
Clarksburg - Weston	124	203
Ardmore - Ada	119	204
Jonesboro	113	205
Bluefield - Beckley - Oak Hill	112	206
Laurel - Hattiesburg	103	207
Meridian	94	208
Greenwood - Greenville	89	209
Columbus - Tupelo	88	210
Total U.S. ADIs	325	